AUDIENCE RESEARCH INSTITUTE

THIRD AUDIT OF MARQUEE VALUES

October 1940

"How Much is This Personality Worth?"

Until Audience Research Institute began to poll the theatre-going public, estimates of personality values had to rely upon six sources of information which were not reliable. These sources were:

1) BOX-OFFICE RESULTS. The box-office provides a crude index of personality values, but it is a blanket verdict which does not apportion the credit or blame as between star and story.

2) EXHIBITORS' OPINIONS, as expressed in the Motion Picture Herald Poll. Exhibitors cannot suppress their personal preferences; and they cannot separate player from vehicle in analyzing box-office successes.

3) NEWSPAPER POLLS, such as the Daily News contest for "King and Queen of the Movies". All such polls rely on ballots mailed in by readers. They draw the bulk of their votes from children and press agents.

4) FAN MAIL. The writers of fan letters do not represent a cross-section of normal theatre-goers. Furthermore there are *types* of personality which always attract more fan mail than other equally popular types.

5) THE VOLATILE THERMOMETER OF HOLLYWOOD GOSSIP.

6) THE ELOQUENCE OF THE TALENT AGENT.

The Audience Research Institute Audit is unique for four reasons:

1) For the first time in the history of motion pictures, the people questioned represent a statistically accurate cross-section of the theatregoing public.

2) For the first time the results are obtained by personal interview, instead of by mailed questionnaire.

3) The questions used in our Audit were arrived at after seventeen experimental studies spread over four years. They are entirely different from the questions used in old-fashioned "star polls".

4) *The Audit measures the Marquee Value of each personality in terms of his or her capacity to sell tickets at the box-office.*

Princeton, November 25, 1940

AUDIENCE RESEARCH INSTITUTE

THIRD AUDIT OF MARQUEE VALUES

OCTOBER 1940

The margin of error due to size of sample is such that changes of less than five points are not significant.

Standing October 1940	*Player*	*Index October 1940*	*Index July 1940*	*Index April 1940*	*Change Since July*
1	Tracy, Spencer	168	160	154	+8
2	Rooney, Mickey	140	140	139	0
3	Davis, Bette	128	129	126	NS
4	Gable, Clark	123	128	137	−5
5	Stewart, James	102	107	114	−5
5	Loy, Myrna	102	97	92	+5
7	Flynn, Errol	101	101	104	0
8	Cooper, Gary	95	94	98	NS
9	Grant, Cary	92	86	77	+6
10	Crosby, Bing	91	91	93	0
11	Durbin, Deanna	90	98	107	−8
12	Dunne, Irene	86	85	72	NS
13	Muni, Paul	85	94	103	−9
14	MacDonald, Jeanette	84	84	75	0
15	Power, Tyrone	82	90	91	−8
15	O'Brien, Pat	82	68	63	+14
15	Garland, Judy	82	72	73	+10
18	Cagney, James	81	77	72	NS
19	Rogers, Ginger	77	85	90	−8
20	Young, Loretta	76	68	62	+8
20	Leigh, Vivien	76	76	75	0
20	Beery, Wallace	76	75	70	NS
23	Hope, Bob	75	70	*	+5
24	Boyer, Charles	74	79	78	−5
24	Powell, William	74	72	72	NS
26	Colbert, Claudette	73	71	69	NS
26	Faye, Alice	73	65	50	+8
28	Eddy, Nelson	72	76	76	NS
29	Barrymore, Lionel	69	72	76	NS
29	Ameche, Don	69	66	64	NS
31	Arthur, Jean	66	77	79	−11
32	Colman, Ronald	63	71	76	−8
33	Shearer, Norma	62	63	62	NS
34	Benny, Jack	61	53	44	+8
34	Robinson, Edward G.	61	65	67	NS
36	Lombard, Carole	60	61	63	NS
36	Sheridan, Ann	60	47	37	+13

NS—Not Significant
*—Not Measured

Standing October 1940	*Player*	*Index October 1940*	*Index July 1940*	*Index April 1940*	*Change Since July*
36	Lane, Priscilla	60	64	59	NS
39	Henie, Sonja	59	64	68	-5
40	Lamour, Dorothy	58	50	40	+8
40	Fonda, Henry	58	54	56	NS
42	Garfield, John	57	59	56	NS
–42	MacMurray, Fred	57	63	66	-6
44	Stanwyck, Barbara	56	60	62	NS
45	Taylor, Robert	55	57	54	NS
45	Laughton, Charles	55	60	68	-5
47	Olivier, Laurence	53	52	47	NS
48	Raft, George	52	47	43	+5
48	Lamarr, Hedy	52	53	56	NS
50	Russell, Rosalind	51	46	47	+5
51	March, Fredric	50	51	48	NS
51	Astaire, Fred	50	59	68	-9
53	Douglas, Melvyn	49	48	48	NS
54	Howard, Leslie	48	53	56	-5
55	Brent, George	47	43	36	NS
55	Sullavan, Margaret	47	43	41	NS
57	Crawford, Joan	46	48	44	NS
57	De Havilland, Olivia	46	47	46	NS
57	Hepburn, Katharine	46	51	56	-5
57	Montgomery, Robert	46	53	57	-7
61	Powell, Eleanor	45	47	47	NS
62	Bennett, Joan	44	40	35	NS
63	Carroll, Madeleine	43	38	35	+5
64	Burns, Bob	42	34	29	+8
64	Young, Robert	40	40	37	0
64	Fairbanks, Douglas, Jr.	40	45	41	-5
64	Bogart, Humphrey	40	37	34	NS
68	McLaglen, Victor	39	40	34	NS
68	Francis, Kay	39	38	33	NS
68	Sothern, Ann	39	34	31	+5
71	Stone, Lewis	38	39	38	NS
72	Garbo, Greta	37	45	54	-8
72	Blondell, Joan	37	35	33	NS
72	Donat, Robert	37	42	49	-5
75	Greene, Richard	36	35	32	NS
75	Cooper, Jackie	36	36	*	0
77	Fields, W. C.	35	41	46	-6
77	Withers, Jane	35	34	31	NS
77	Temple, Shirley	35	39	44	NS
80	Powell, Dick	34	28	27	+6
81	Milland, Ray	32	27	21	+5
82	Tone, Franchot	31	37	42	-6

NS—Not Significant
*—Not Measured

Standing October 1940	*Player*	*Index October 1940*	*Index July 1940*	*Index April 1940*	*Change Since July*
83	Niven, David	30	39	42	−9
83	Baxter, Warner	30	30	27	0
85	Ayres, Lew	29	31	31	NS
85	McCrea, Joel	29	29	29	0
85	Morris, Wayne	29	26	22	NS
85	Marshall, Herbert	29	33	*	NS
89	Darnell, Linda	28	27	*	NS
89	Rathbone, Basil	28	30	32	NS
89	Lynn, Jeffrey	28	*	*	*
89	Arnold, Edward	28	25	26	NS
93	Aherne, Brian	27	24	24	NS
94	Turner, Lana	25	25	*	0
94	Goddard, Paulette	25	*	*	*
96	Oberon, Merle	24	25	23	NS
96	Scott, Randolph	24	22	23	NS
98	Shirley, Anne	23	18	13	+5
99	Pidgeon, Walter	22	24	*	NS
100	Neagle, Anna	21	16	9	+5
101	Wayne, John	20	15	9	+5
101	Dietrich, Marlene	20	22	23	NS
101	Dix, Richard	20	18	17	NS
104	Fontaine, Joan	19	20	*	NS
104	Welles, Orson	19	24	29	−5
104	Garson, Greer	19	11	11	+8
107	Trevor, Claire	18	21	*	NS
108	O'Hara, Maureen	16	*	*	*
109	O'Sullivan, Maureen	15	14	*	NS
109	Benchley, Robert	15	*	*	*
111	Scott, Martha	14	*	*	*
112	Murphy, George	12	*	*	*
113	Day, Laraine	11	*	*	*

The following, included in the July Poll, were omitted from the October Poll to make room for the newcomers.

	July Index
Rainer, Luise	37
Gaynor, Janet	28
Hopkins, Miriam	22
Weissmuller, Johnny	17
Martin, Tony	17
Hayward, Louis	10
Bellamy, Ralph	9
Darrieux, Danielle	9
Raymond, Gene	8

NS—Not Significant
*—Not Measured

AUDIENCE RESEARCH INSTITUTE

THIRD AUDIT OF MARQUEE VALUES

OCTOBER 1940

SUMMARY OF GAINS AND LOSSES SINCE JULY

Since July 1940 a significant gain in marquee value is registered by twenty-two players on the Index, while a loss is registered by twenty-three.

In each case we suggest reasons for the change. In many cases these suggestions are little more than guess-work. Their purpose is to stimulate the reader to analyze the changes for himself.

In the instances of players whose changes amount to only five or six points, very often we can find no single specific factor which clearly accounts for the change. The main value of these minor fluctuations is to indicate the current trend.

The aphorism that "a player is as good as his last picture" is only half true. Often a poor picture fails to retard the progress of a personality on his way up.

There seems to be considerable variation in the extent to which different players are affected by vehicles. That is, some personalities seem to be more dependent on vehicle than others.

Our studies suggest that one good picture can do an actor more good than one bad picture can do him harm. One reason for this is probably the fact that fewer people see a bad picture, and another that there is less word-of-mouth publicity for a bad picture.

This summary of gains and losses by no means summarizes the whole Audit. The very fact that the standing of some players has not changed is noteworthy. For example, we find that Vivien Leigh, who stood twentieth in our first Audit, still retains that position. That showing of course reflected her appearance in GONE WITH THE WIND. While it is interesting that she has not gained, it is equally significant to find that neither has she lost.

GAINS

Player	*Points Gained Since July*	*Possible Reason for Gain*
Spencer Tracy	+8	Tracy ranked thirty-eighth when we made our first poll in 1937. By April 1940 he had risen to the top and is still going up. Do MGM realize that he is now bigger than Gable?
Myrna Loy	+5	I LOVE YOU AGAIN was released in August.
Cary Grant	+6	Grant's marquee value has been rising progressively since 1937.
Judy Garland	+10	STRIKE UP THE BAND was released in September. The gap between Judy Garland and Deanna Durbin is steadily closing. In April, Durbin was sixth, Garland twenty-second. As of this Audit, Durbin stands eleventh, and Garland has advanced to fifteenth.
Bob Hope	+5	No picture since the July Audit, but the radio programs and the p. a. tours have apparently sustained his growth.
Pat O'Brien	+14	It is interesting to find a veteran player registering such a gain. KNUTE ROCKNE was released October 5. This picture is the first high-budget production, at least in several years, in which Pat O'Brien has appeared in the major starring role.
Loretta Young	+8	Her marquee value is thriving on "romantic comedies of modern times."
Alice Faye	+8	The low index recorded for Alice Faye in April may have been due to BARRICADE and LITTLE OLD NEW YORK. LILLIAN RUSSELL has evidently restored her marquee value. Subsequent audits may show her to be one of the players who is particularly affected by vehicle.
Jack Benny	+8	No pictures since the July poll, but like Bob Hope, Benny continues to gain.
Dorothy Lamour	+8	Lamour is gaining, although neither MOON OVER BURMA nor TYPHOON was outstanding. Are Paramount wasting her?
Ann Sheridan	+13	Another Warner star on the way up. Sheridan has gained 23 points since the April Poll and is now as high as Lombard and Shearer. Is she paid as much?

GAINS

Player	*Points Gained Since July*	*Possible Reason for Gain*
George Raft	+5	Cagney, O'Brien, Sheridan, Raft, Bogart—the tough brigade with the big following in the lower economic levels—have all shown gains this year.
Rosalind Russell	+5	Russell has had two "romantic comedies of modern times" since the July Poll.
Madeleine Carroll	+5	Difficult to account for this gain, unless it is due to the publicity in connection with her orphanage, etc.
Ann Sothern	+5	Maisie is on the way up—8 points since April.
Bob Burns	+8	Although COMIN' ROUND THE MOUNTAIN broke no records, it was his first picture in 12 months and it evidently revived his marquee value to a limited extent.
Dick Powell	+6	I WANT A DIVORCE, released September 20, was Powell's first picture in 14 months. Three years ago he stood among the first 20 on our Poll.
Ray Milland	+5	Milland registers another gain—11 points since April. On the way up.
Anne Shirley	+5	Shirley has risen 10 points since April.
Anna Neagle	+5	Another RKO actress on the way up. IRENE, the p. a. tours, Information Please and other exploitation have netted Neagle a 12 point rise since April.
John Wayne	+5	Eleven points up since April—probably not the result of any one vehicle, but a general upward trend in his marquee value. Compare Joel McCrea, who has remained stationary since April in spite of FOREIGN CORRESPONDENT.
Greer Garson	+8	PRIDE AND PREJUDICE.

LOSSES

Player	*Points Lost Since July*	*Possible Reason for Loss*
Clark Gable	−5	A loss of five points is not great for a player as high as Gable. Still, his recent record is interesting in comparison with that of Spencer Tracy.
James Stewart	−5	It will be interesting to see whether this trend continues, or whether another MR. SMITH role will again elevate him to the peak he attained after that picture.
Deanna Durbin	−8	Deanna Durbin's success in bridging the gap between childhood and maturity as a performer has been much heralded. Has she solved that problem with complete success?
Paul Muni	−9	See our detailed reports on the causes of Muni's decline.
Tyrone Power	−8	BRIGHAM YOUNG?
Ginger Rogers	−8	The effect of appearing in comedy and dramatic vehicles when the public wants to see you dance? See our report on THE CASTING OF LUCKY PARTNERS.
Charles Boyer	−5	Does this loss reflect the public's reaction to his role in ALL THIS AND HEAVEN TOO?
Jean Arthur	−11	We have no explanation to offer for this drop, unless it is that MR. SMITH is fading from memory.
Ronald Colman	−8	Colman continues the downward trend observed in July. See our report on public opinion in relation to Colman, included in THE CASTING OF LUCKY PARTNERS.
Sonja Henie	−5	Prolonged absence from the screen.
Fred MacMurray	−6	RANGERS OF FORTUNE was not a success.
Charles Laughton	−5	Would a "popular" role reverse the trend?

LOSSES

Player	*Points Lost Since July*	*Possible Reason for Loss*
Fred Astaire	−9	Nothing since BROADWAY MELODY, which damaged him.
Leslie Howard	−5	Absent since GONE WITH THE WIND.
Robert Montgomery	−7	HAUNTED HONEYMOON, his first picture in 8 months, not good enough to arrest the downward trend detected in July?
Katharine Hepburn	−5	The inevitable result of prolonged absence from the screen.
Douglas Fairbanks, Jr.	−5	No explanation apparent to us.
Greta Garbo	−8	Almost a year since the public saw Garbo on the screen.
Robert Donat	−5	Prolonged absence.
W. C. Fields	−6	Nothing since MY LITTLE CHICKADEE, and that picture disappointed his fans.
David Niven	−9	His fickle public is forgetting him already—only 10 months after RAFFLES.
Franchot Tone	−6	Prolonged absence.
Orson Welles	−5	No comment.

AUDIENCE RESEARCH INSTITUTE

RANK BY SIZE OF COMMUNITY AND REGION

OCTOBER 1940

In earlier Audits, we have analyzed each personality's following in terms of age, sex and economic groups. In this Audit we provide an analysis by region of the country and by size of community.

It is not surprising to find that personality values vary less by region and size of town than by the factors studied earlier. Nevertheless the current analysis does reveal interesting variations.

For example, the classification by size of community reveals that players specializing in sophisticated comedy tend to be most popular in large urban centers. On the other hand, musical comedy stars are likely to attract their greatest followings in the smaller towns.

It is more difficult to generalize about the influence of region of the country. Romantic stars seem to gain popularity in the South; Eastern theatre-goers apparently place a greater premium on outstanding acting ability; and many of the players particularly popular in the Central section are characterized by a certain "wholesome" quality. But exceptions can be found to all of these statements. The best plan is simply to study the charts of the individual players, and resist the temptation to generalize.

It should be borne in mind, of course, that the regional variations to a degree reflect differences by size of community. For instance, the East is more urban than the Central section; thus naturally stars more popular in the urban centers also tend to be more popular in the East.

Princeton, December 16, 1940

AUDIENCE RESEARCH INSTITUTE

RANK BY SIZE OF COMMUNITY

October 1940

	Player	*Under* 10,000	10,000- 100,000	100,000- 500,000	*Over* 500,000
1	Tracy, Spencer	1	1	1	1
2	Rooney, Mickey	2	2	2	2
3	Davis, Bette	3	4	3	3
4	Gable, Clark	4	3	4	4
5	Stewart, James	6	5	7	10
5	Loy, Myrna	5	7	5	14
7	Flynn, Errol	15	6	6	7
8	Cooper, Gary	17	8	7	8
9	Grant, Cary	31	12	7	5
10	Crosby, Bing	10	11	17	9
11	Durbin, Deanna	16	8	11	12
12	Dunne, Irene	30	12	10	12
13	Muni, Paul	25	21	21	6
14	MacDonald, Jeanette	9	12	12	19
15	Power, Tyrone	6	17	13	21
15	O'Brien, Pat	20	17	31	11
15	Garland, Judy	14	10	14	29
18	Cagney, James	17	25	17	16
19	Rogers, Ginger	8	28	22	25
20	Young, Loretta	19	16	24	31
20	Leigh, Vivien	22	15	24	25
20	Beery, Wallace	23	20	20	21
23	Hope, Bob	29	31	26	15
24	Boyer, Charles	44	22	15	17
24	Powell, William	11	29	26	27
26	Colbert, Claudette	37	22	15	19
26	Faye, Alice	13	25	33	36
28	Eddy, Nelson	26	24	17	33
29	Barrymore, Lionel	31	17	34	33
29	Ameche, Don	23	25	26	38
31	Arthur, Jean	43	36	29	18
32	Colman, Ronald	56	31	37	23
33	Shearer, Norma	33	31	29	47
34	Benny, Jack	26	39	32	44
34	Robinson, Edward G.	50	39	36	23

	Player	*Under* 10,000	10,000-100,000	100,000-500,000	*Over* 500,000
36	Lombard, Carole	34	44	23	42
36	Sheridan, Ann	47	37	37	33
36	Lane, Priscilla	11	39	56	47
39	Henie, Sonja	21	34	51	57
40	Lamour, Dorothy	37	30	53	47
40	Fonda, Henry	44	43	37	36
42	Garfield, John	51	39	52	29
42	MacMurray, Fred	26	48	34	40
44	Stanwyck, Barbara	37	37	42	57
45	Taylor, Robert	41	35	40	60
45	Laughton, Charles	69	44	41	32
47	Olivier, Laurence	63	51	59	28
48	Raft, George	44	57	54	39
48	Lamarr, Hedy	47	47	45	54
50	Russell, Rosalind	63	48	45	42
51	March, Fredric	51	51	54	46
51	Astaire, Fred	34	53	62	57
53	Douglas, Melvyn	58	64	44	44
54	Howard, Leslie	62	59	48	52
55	Brent, George	69	60	56	40
55	Sullavan, Margaret	77	56	45	54
57	Crawford, Joan	51	46	56	71
57	De Havilland, Olivia	47	48	65	69
57	Hepburn, Katharine	71	57	60	52
57	Montgomery, Robert	63	53	48	63
61	Powell, Eleanor	34	60	79	74
62	Bennett, Joan	75	62	42	65
63	Carroll, Madeleine	79	68	48	61
64	Burns, Bob	41	62	60	85
64	Young, Robert	40	65	75	79
64	Fairbanks, Douglas, Jr.	79	65	70	62
64	Bogart, Humphrey	82	70	68	47
68	McLaglen, Victor	90	71	62	54
68	Francis, Kay	67	53	74	89
68	Sothern, Ann	67	71	70	67
71	Stone, Lewis	58	68	65	85
72	Garbo, Greta	85	75	65	65
72	Blondell, Joan	72	75	62	72
72	Donat, Robert	100	71	80	47
75	Greene, Richard	51	74	80	85

	Player	*Under* 10,000	10,000- 100,000	100,000- 500,000	*Over* 500,000
75	Cooper, Jackie	63	65	83	82
77	Fields, W. C.	77	79	69	72
77	Withers, Jane	58	78	75	94
77	Temple, Shirley	56	79	70	82
80	Powell, Dick	58	82	91	74
81	Milland, Ray	72	82	92	78
82	Tone, Franchot	55	86	83	98
83	Niven, David	102	93	75	67
83	Baxter, Warner	85	75	85	92
85	Ayres, Lew	87	88	88	79
85	McCrea, Joel	93	85	75	82
85	Morris, Wayne	72	82	92	96
85	Marshall, Herbert	90	91	70	85
89	Darnell, Linda	81	89	89	89
89	Rathbone, Basil	97	86	92	74
89	Lynn, Jeffrey	84	81	98	94
89	Arnold, Edward	106	89	80	74
93	Aherne, Brian	106	92	95	69
94	Turner, Lana	90	93	95	79
94	Goddard, Paulette	109	103	102	63
96	Oberon, Merle	82	96	100	96
96	Scott, Randolph	97	96	89	92
98	Shirley, Anne	75	95	100	109
99	Pidgeon, Walter	100	96	98	102
100	Neagle, Anna	88	105	104	102
101	Wayne, John	89	96	105	109
101	Dietrich, Marlene	102	110	85	98
101	Dix, Richard	111	96	95	98
104	Fontaine, Joan	97	105	110	98
104	Welles, Orson	105	105	107	89
104	Garson, Greer	93	101	105	104
107	Trevor, Claire	93	101	107	108
108	O'Hara, Maureen	93	104	110	112
109	O'Sullivan, Maureen	104	108	102	113
109	Benchley, Robert	113	112	85	104
111	Scott, Martha	109	109	109	106
112	Murphy, George	108	110	113	111
113	Day, Laraine	112	113	112	106

Princeton, December 16, 1940

AUDIENCE RESEARCH INSTITUTE

RANK BY REGION OF COUNTRY

October 1940

	Player	*East*	*Central*	*South*	*West*
1	Tracy, Spencer	1	1	1	1
2	Rooney, Mickey	2	2	3	2
3	Davis, Bette	3	3	4	3
4	Gable, Clark	4	4	2	4
5	Stewart, James	5	6	11	11
5	Loy, Myrna	10	5	5	7
7	Flynn, Errol	6	7	8	5
8	Cooper, Gary	9	11	9	7
9	Grant, Cary	10	9	22	9
10	Crosby, Bing	13	11	6	11
11	Durbin, Deanna	8	13	24	13
12	Dunne, Irene	12	15	28	19
13	Muni, Paul	7	30	36	6
14	MacDonald, Jeanette	18	13	10	10
15	Power, Tyrone	18	17	7	20
15	O'Brien, Pat	13	10	36	28
15	Garland, Judy	17	17	11	18
18	Cagney, James	16	23	26	15
19	Rogers, Ginger	33	8	16	31
20	Young, Loretta	24	23	14	22
20	Leigh, Vivien	18	21	16	33
20	Beery, Wallace	23	21	27	14
23	Hope, Bob	21	15	34	26
24	Boyer, Charles	13	42	31	22
24	Powell, William	24	20	30	21
26	Colbert, Claudette	21	32	15	22
26	Faye, Alice	30	19	18	30
28	Eddy, Nelson	28	35	13	16
29	Barrymore, Lionel	33	27	24	27
29	Ameche, Don	30	37	18	16
31	Arthur, Jean	26	29	40	39
32	Colman, Ronald	30	44	43	22
33	Shearer, Norma	39	40	22	33
34	Benny, Jack	49	30	28	29
34	Robinson, Edward G.	28	44	42	36

	Player	*East*	*Central*	*South*	*West*
36	Lombard, Carole	44	26	34	35
36	Sheridan, Ann	37	32	51	42
36	Lane, Priscilla	41	27	33	47
39	Henie, Sonja	37	37	43	45
40	Lamour, Dorothy	59	32	20	41
40	Fonda, Henry	40	35	45	31
42	Garfield, John	26	59	63	39
42	MacMurray, Fred	54	25	47	38
44	Stanwyck, Barbara	42	49	40	36
45	Taylor, Robert	54	44	21	47
45	Laughton, Charles	35	51	67	44
47	Olivier, Laurence	35	68	48	47
48	Raft, George	50	40	58	47
48	Lamarr, Hedy	50	47	39	55
50	Russell, Rosalind	44	39	67	64
51	March, Fredric	50	55	51	42
51	Astaire, Fred	43	55	46	59
53	Douglas, Melvyn	50	52	63	51
54	Howard, Leslie	44	66	55	53
55	Brent, George	57	42	72	64
55	Sullavan, Margaret	44	66	63	55
57	Crawford, Joan	61	61	38	69
57	De Havilland, Olivia	65	49	58	46
57	Hepburn, Katharine	44	73	54	62
57	Montgomery, Robert	59	61	55	51
61	Powell, Eleanor	64	47	53	79
62	Bennett, Joan	65	61	48	55
63	Carroll, Madeleine	65	52	48	75
64	Burns, Bob	84	59	31	64
64	Young, Robert	72	52	55	76
64	Fairbanks, Douglas, Jr.	65	69	74	54
64	Bogart, Humphrey	56	69	81	83
68	McLaglen, Victor	63	73	83	59
68	Francis, Kay	70	65	72	80
68	Sothern, Ann	73	55	69	69
71	Stone, Lewis	84	55	69	71
72	Garbo, Greta	62	95	71	64
72	Blondell, Joan	80	61	79	59
72	Donat, Robert	57	95	81	72
75	Greene, Richard	65	78	60	91

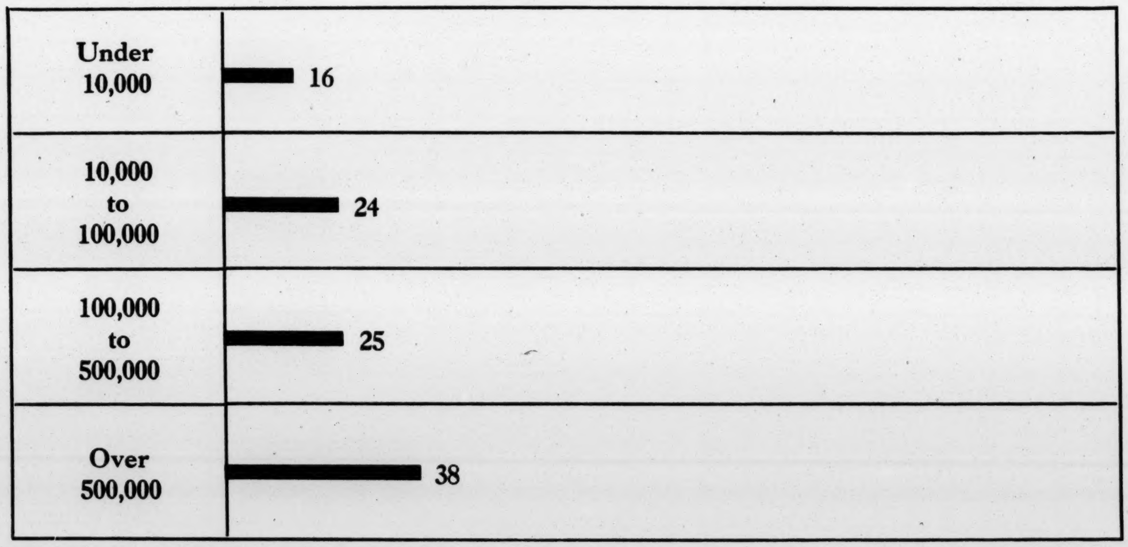
	Player	*East*	*Central*	*South*	*West*
75	Cooper, Jackie	70	76	74	76
77	Fields, W. C.	73	72	79	72
77	Withers, Jane	80	83	63	55
77	Temple, Shirley	76	80	60	62
80	Powell, Dick	84	80	60	64
81	Milland, Ray	77	77	87	74
82	Tone, Franchot	80	78	76	89
83	Niven, David	73	88	90	81
83	Baxter, Warner	90	85	76	76
85	Ayres, Lew	84	88	85	89
85	McCrea, Joel	97	69	83	84
85	Morris, Wayne	84	85	76	97
85	Marshall, Herbert	84	85	87	84
89	Darnell, Linda	95	75	87	94
89	Rathbone, Basil	77	100	98	81
89	Lynn, Jeffrey	77	95	85	103
89	Arnold, Edward	90	80	90	88
93	Aherne, Brian	80	100	94	98
94	Turner, Lana	92	93	94	91
94	Goddard, Paulette	92	88	104	86
96	Oberon, Merle	92	95	103	95
96	Scott, Randolph	97	93	90	91
98	Shirley, Anne	99	88	99	95
99	Pidgeon, Walter	96	104	100	105
100	Neagle, Anna	102	88	107	102
101	Wayne, John	104	102	94	106
101	Dietrich, Marlene	108	83	106	103
101	Dix, Richard	101	109	94	86
104	Fontaine, Joan	102	102	110	107
104	Welles, Orson	99	109	104	98
104	Garson, Greer	104	106	90	98
107	Trevor, Claire	107	106	102	98
108	O'Hara, Maureen	109	95	110	113
109	O'Sullivan, Maureen	111	105	107	108
109	Benchley, Robert	104	113	100	110
111	Scott, Martha	109	108	110	110
112	Murphy, George	113	109	109	109
113	Day, Laraine	112	112	113	112

Princeton, December 16, 1940

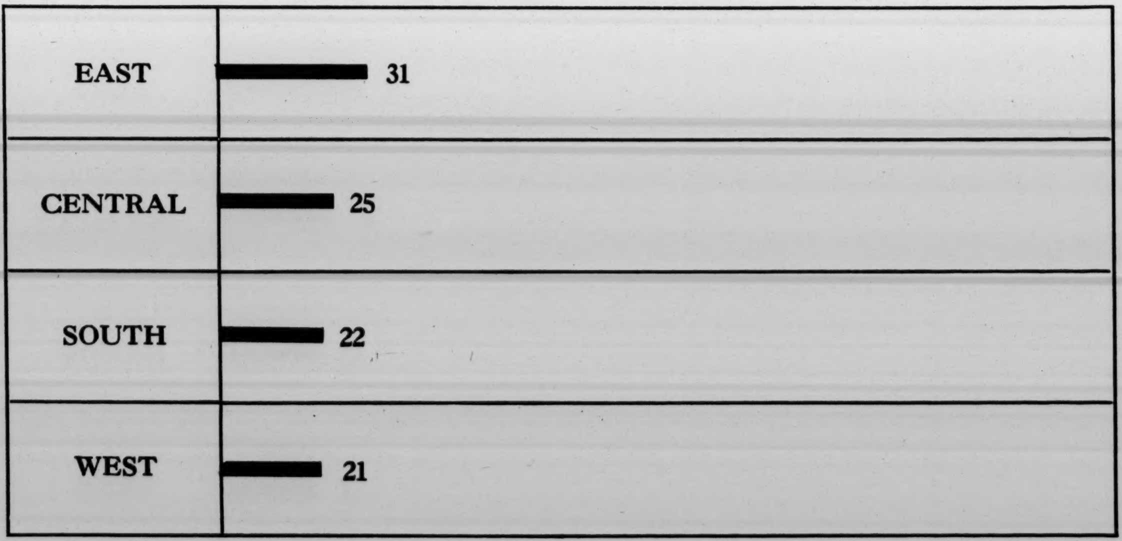
Rating by Groups

October, 1940

Size of Community



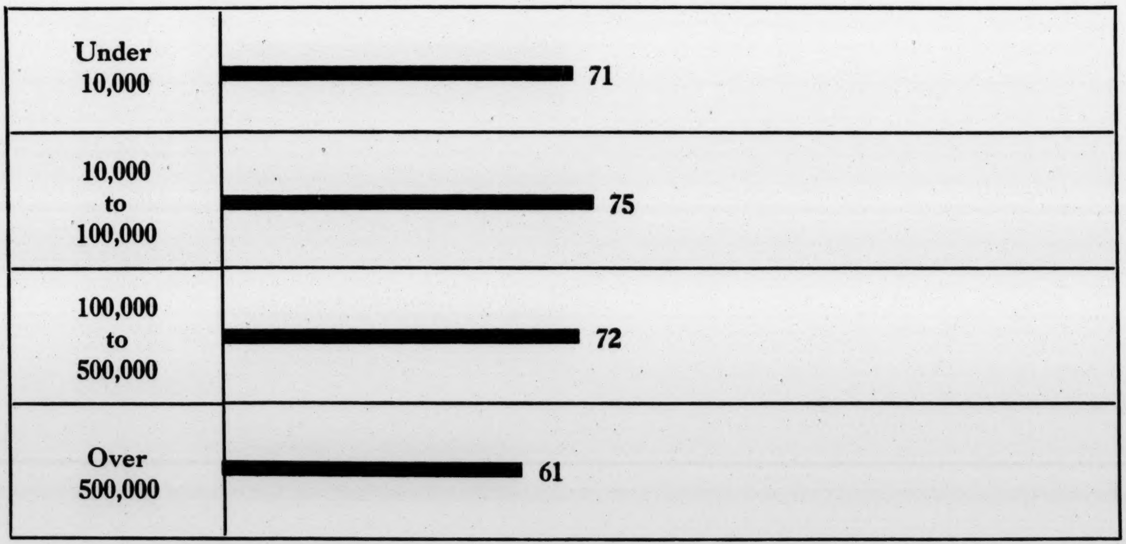
Section of Country



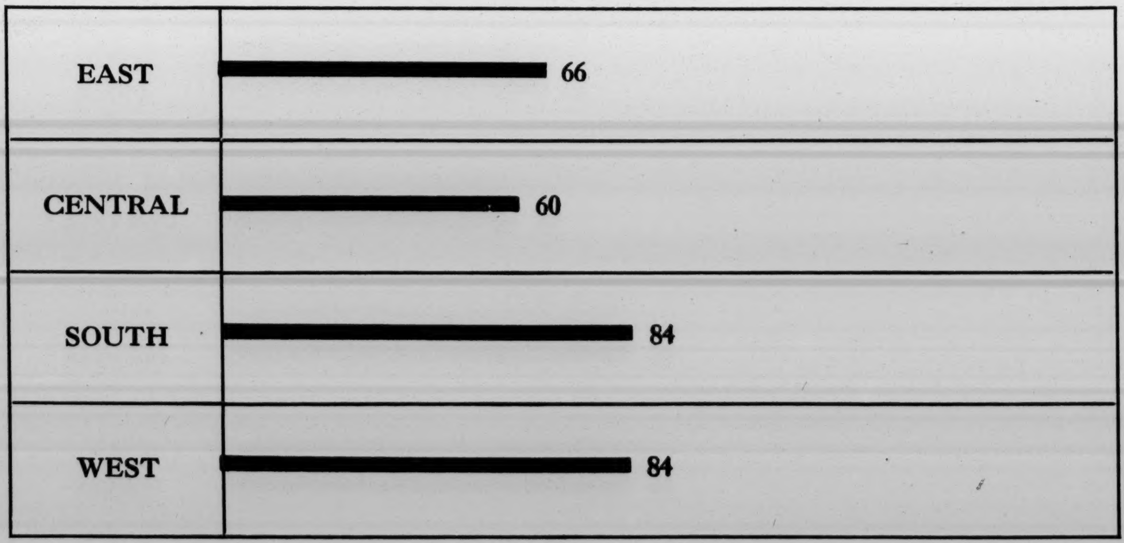
Rating by Groups

October, 1940

Size of Community



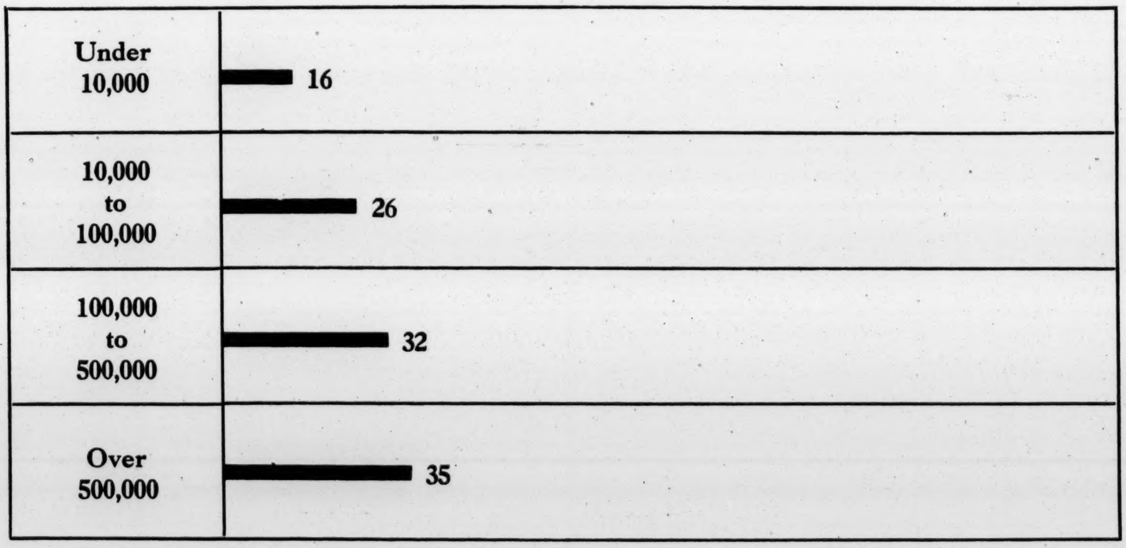
Section of Country



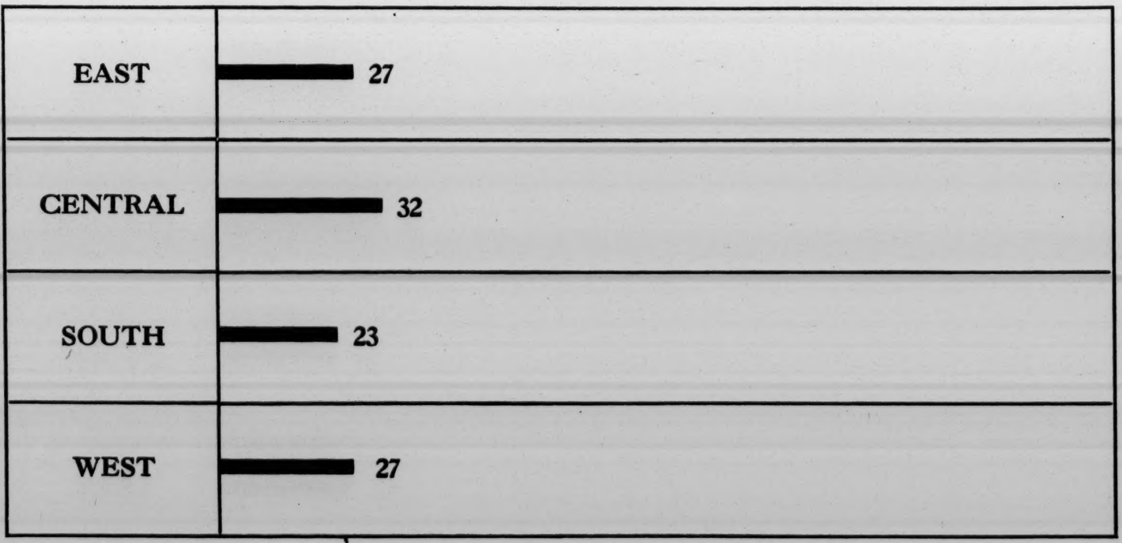
Rating by Groups

October, 1940

Size of Community



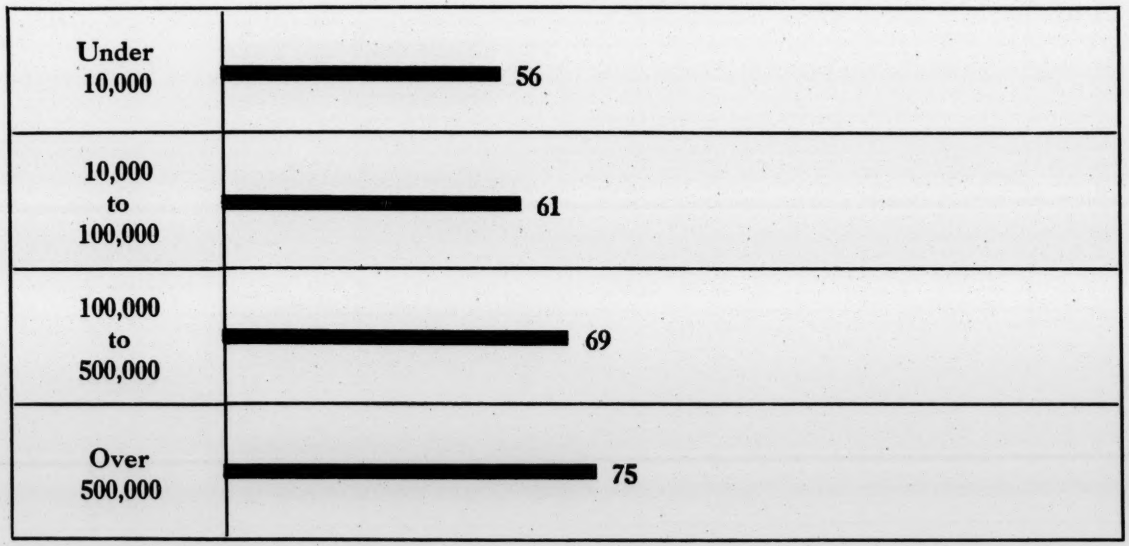
Section of Country



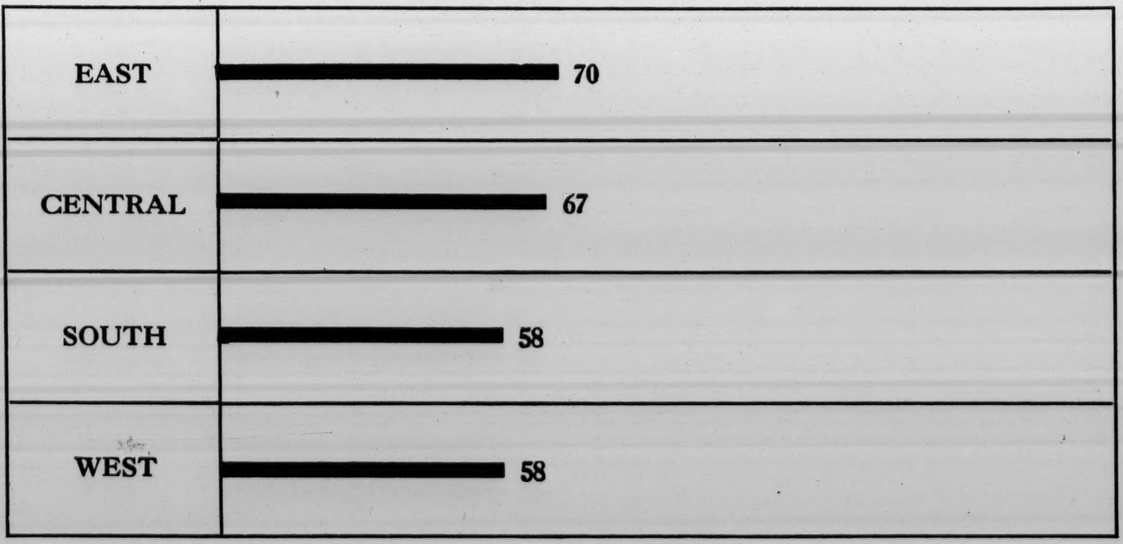
Rating by Groups

October, 1940

Size of Community



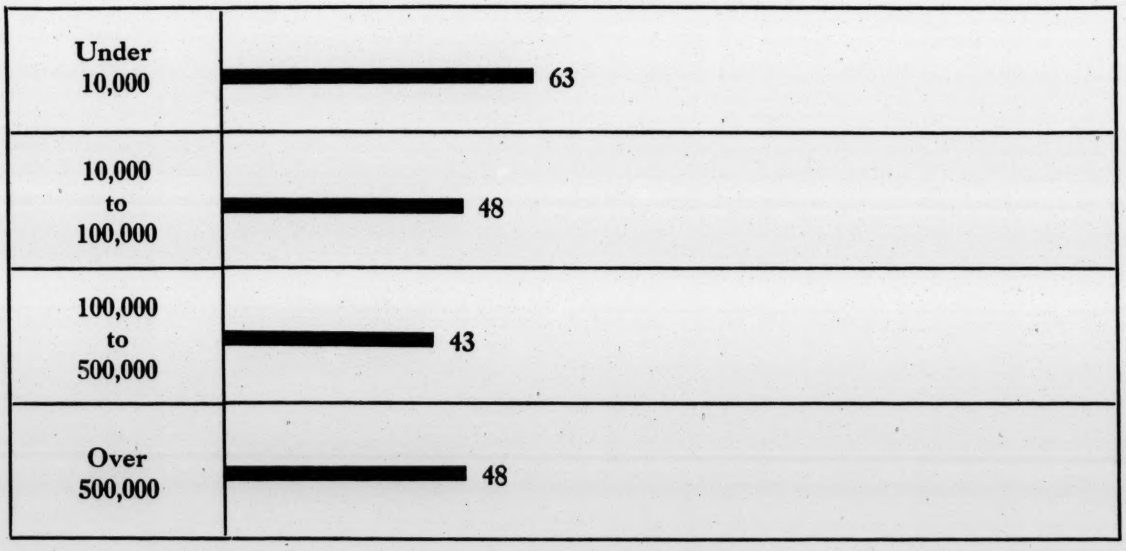
Section of Country



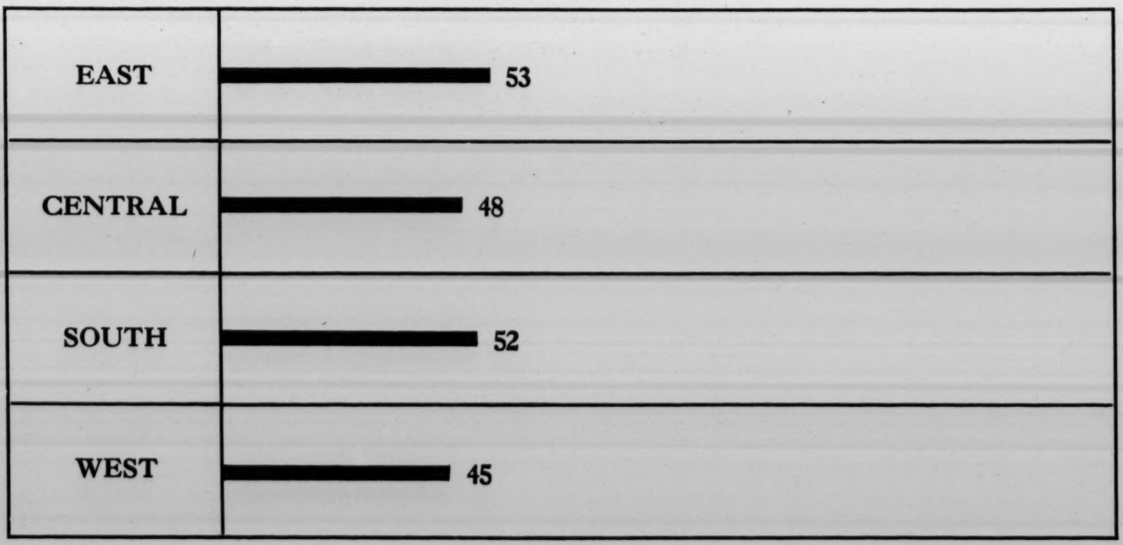
Rating by Groups

October, 1940

Size of Community



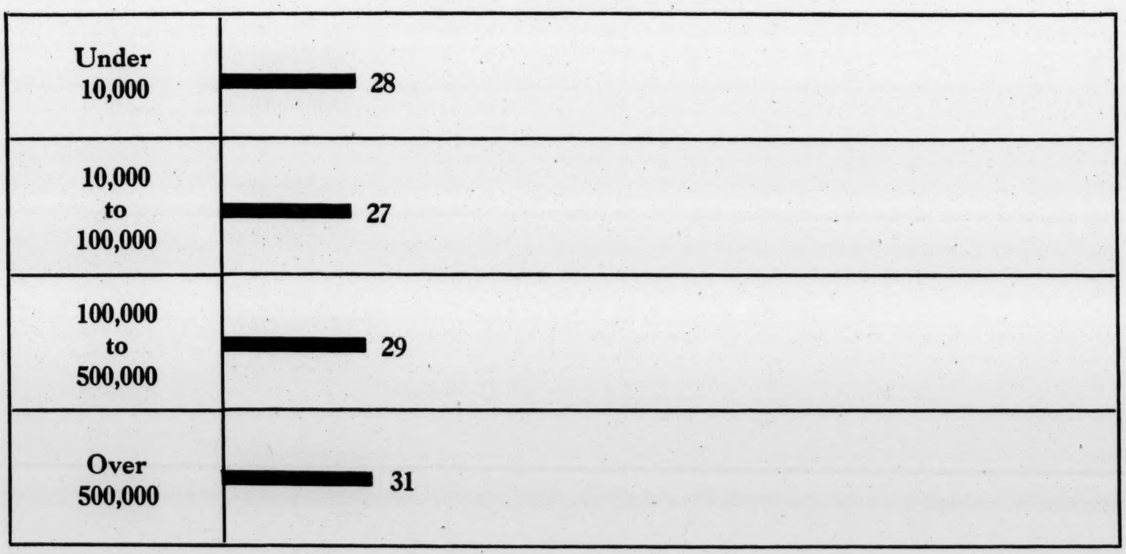
Section of Country



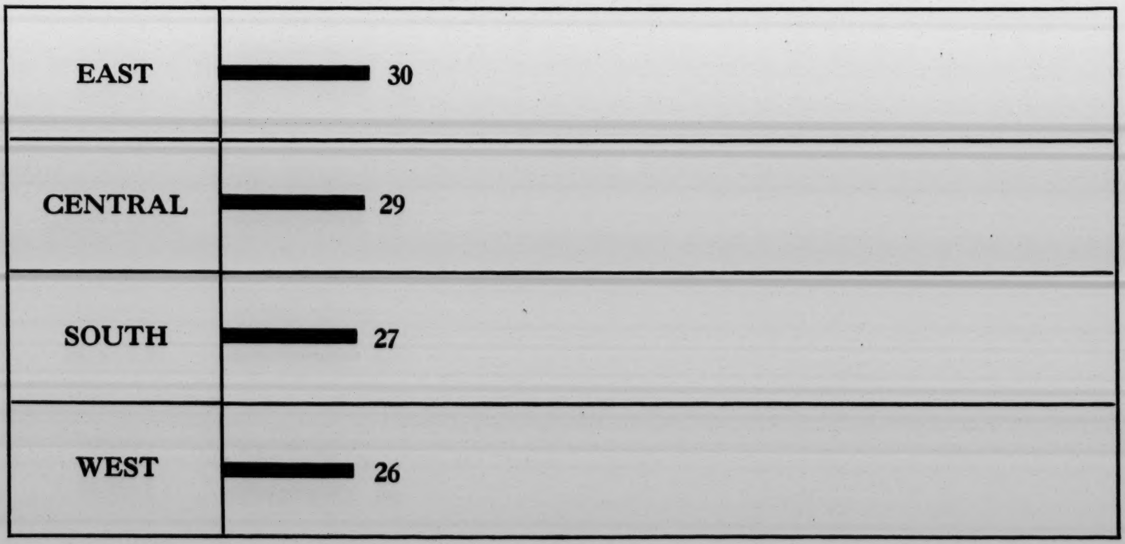
Rating by Groups

October, 1940

Size of Community



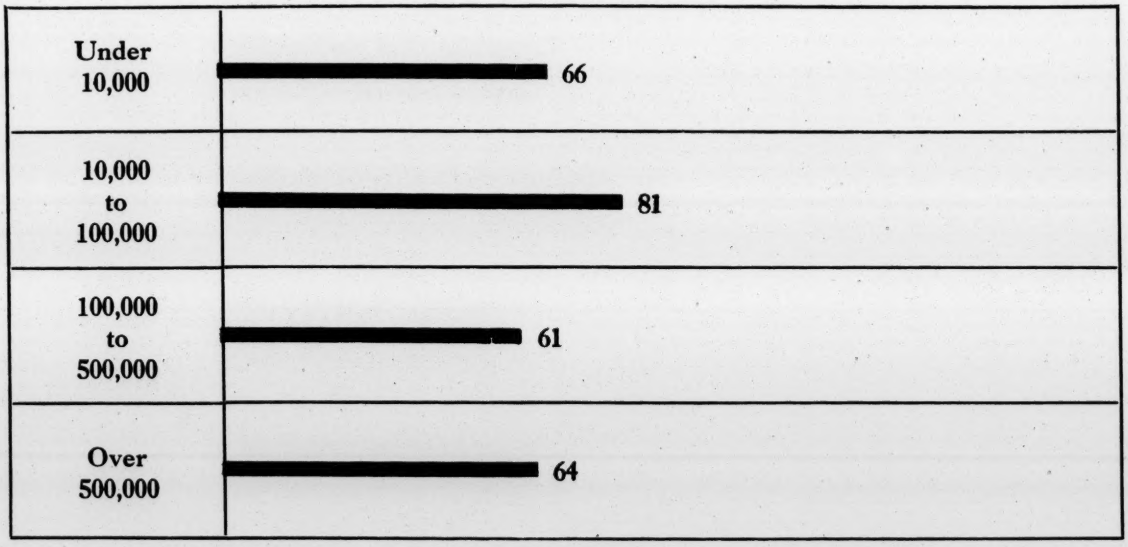
Section of Country



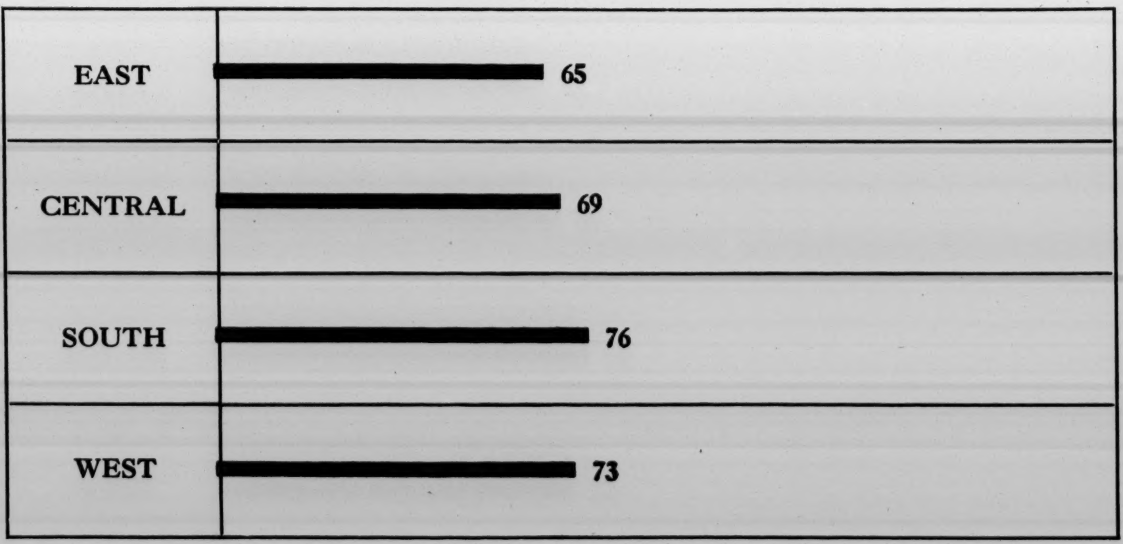
Rating by Groups

October, 1940

Size of Community



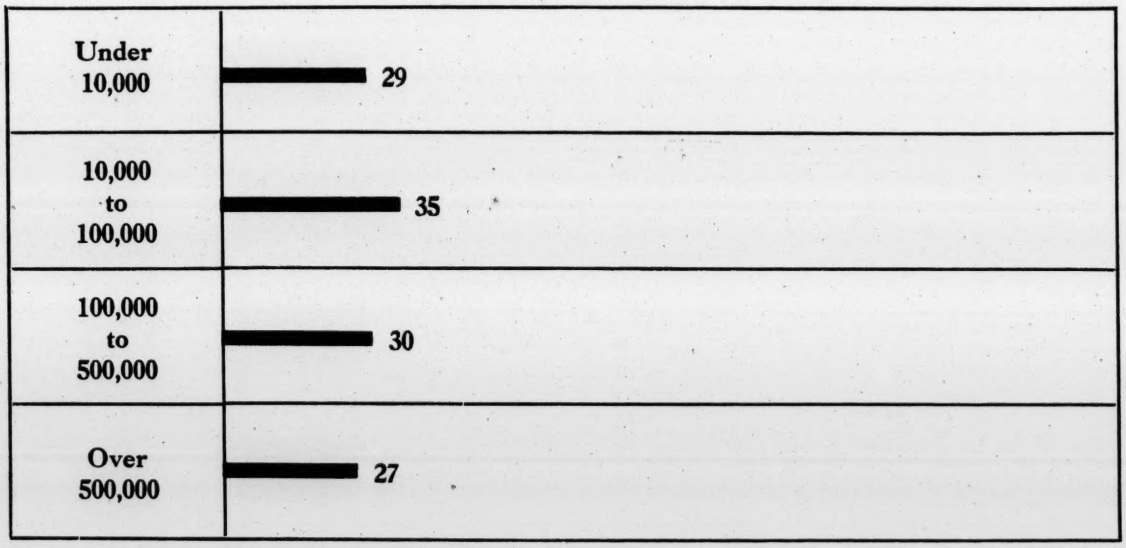
Section of Country



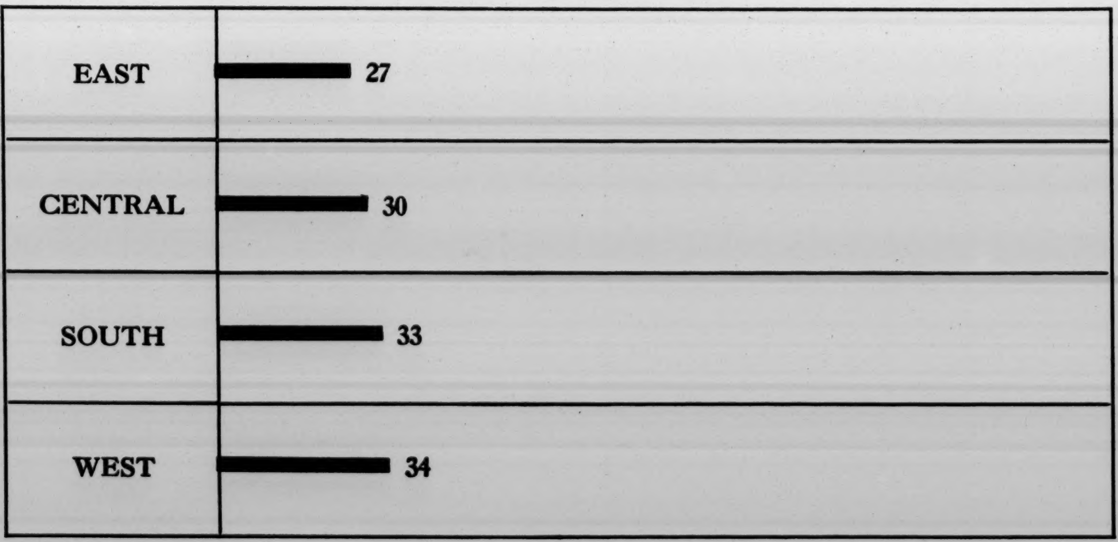
Rating by Groups

October, 1940

Size of Community



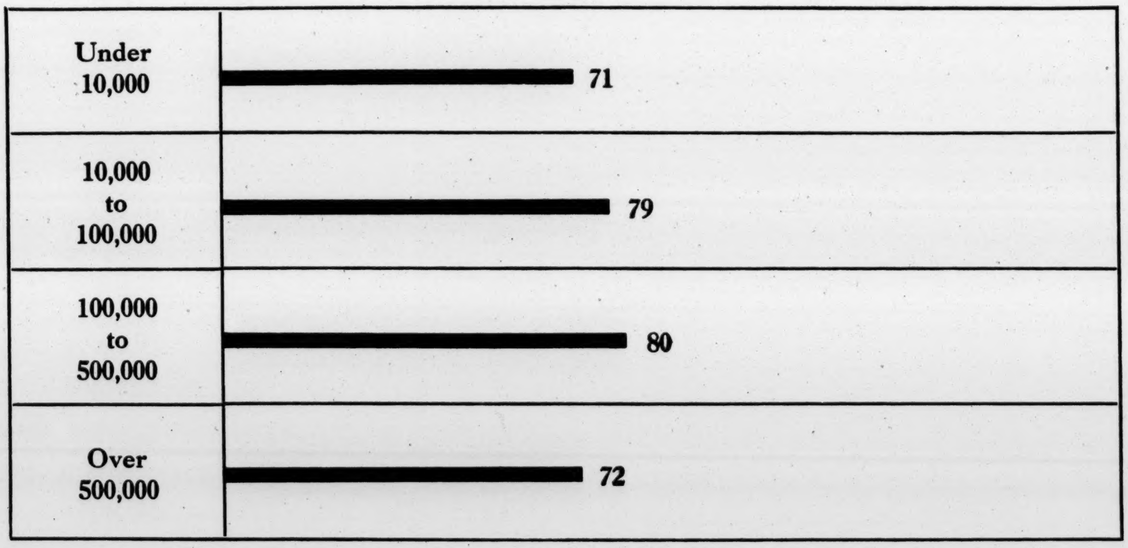
Section of Country



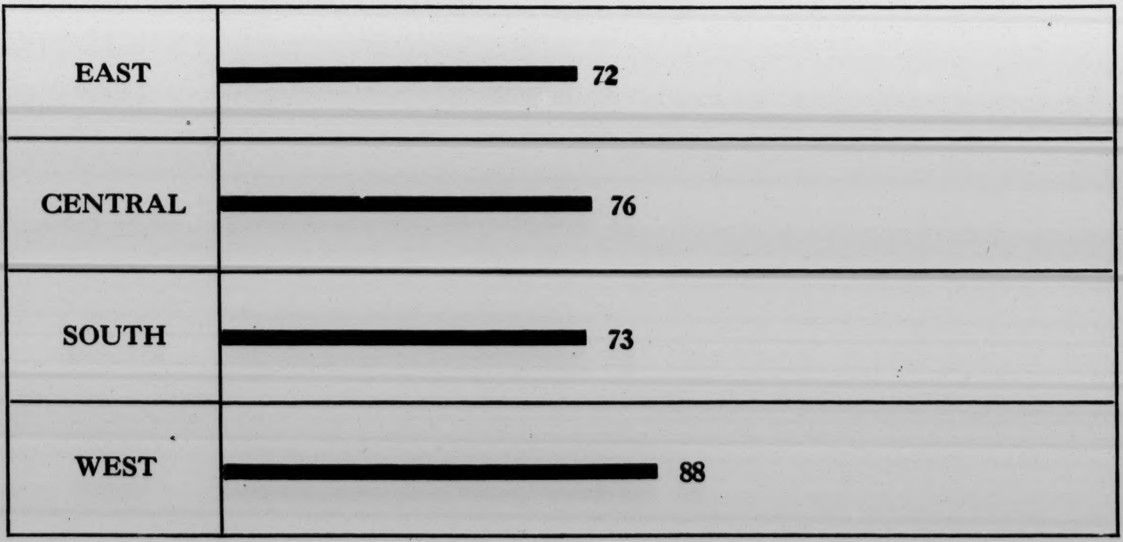
Rating by Groups

October, 1940

Size of Community



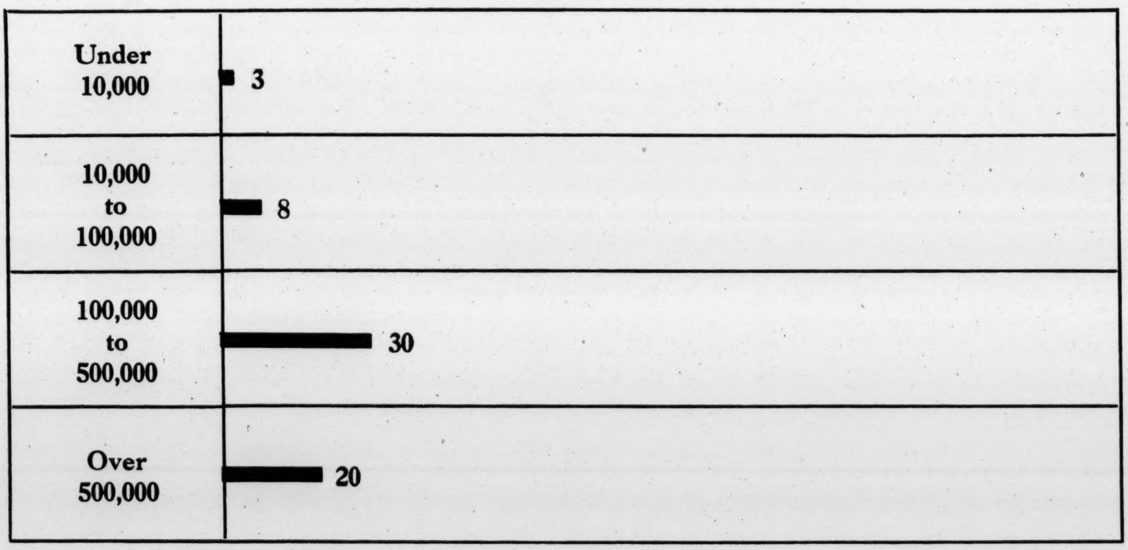
Section of Country



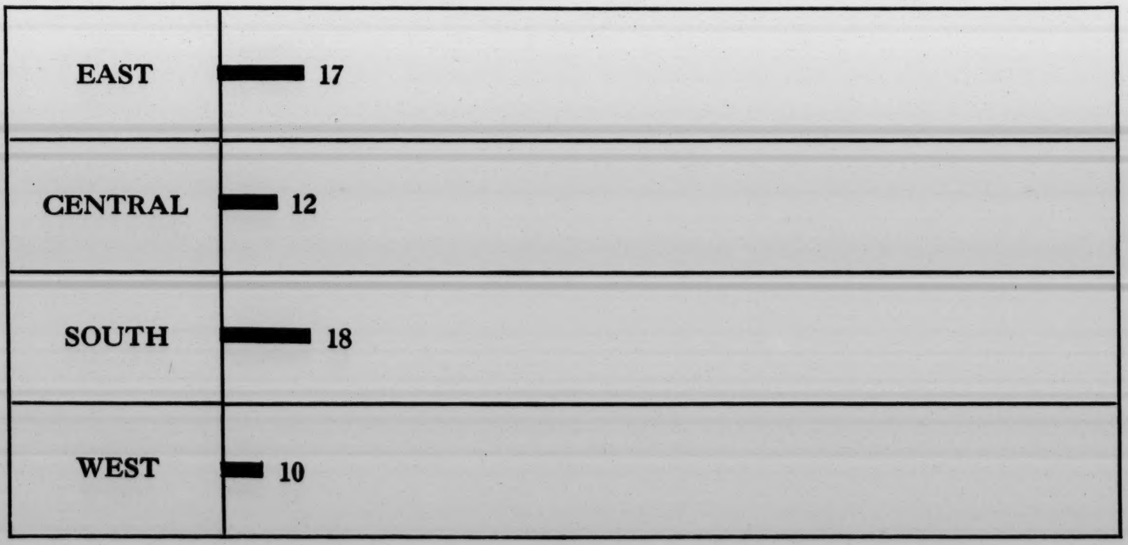
Rating by Groups

October, 1940

Size of Community



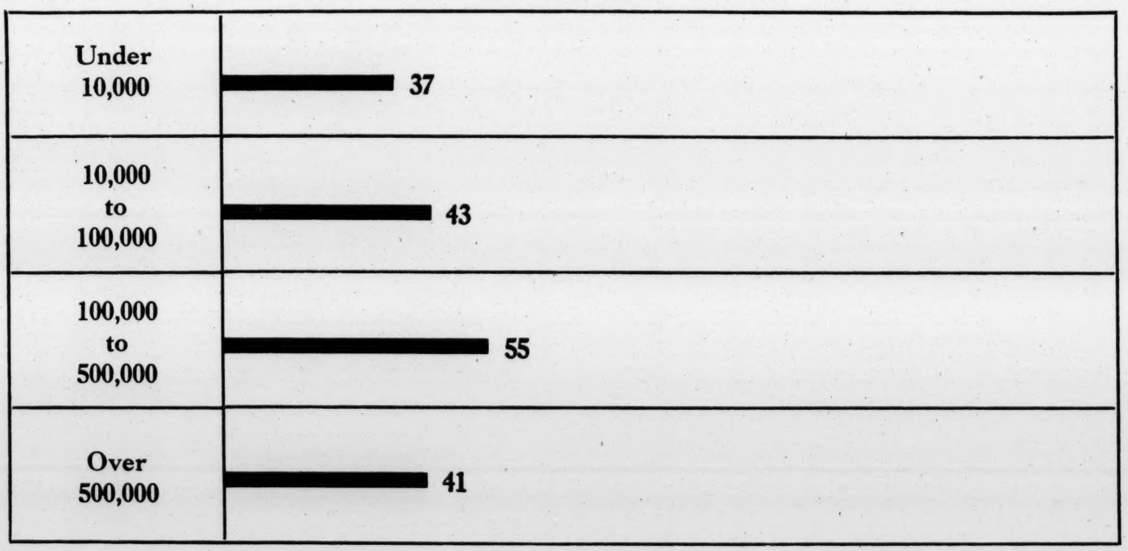
Section of Country



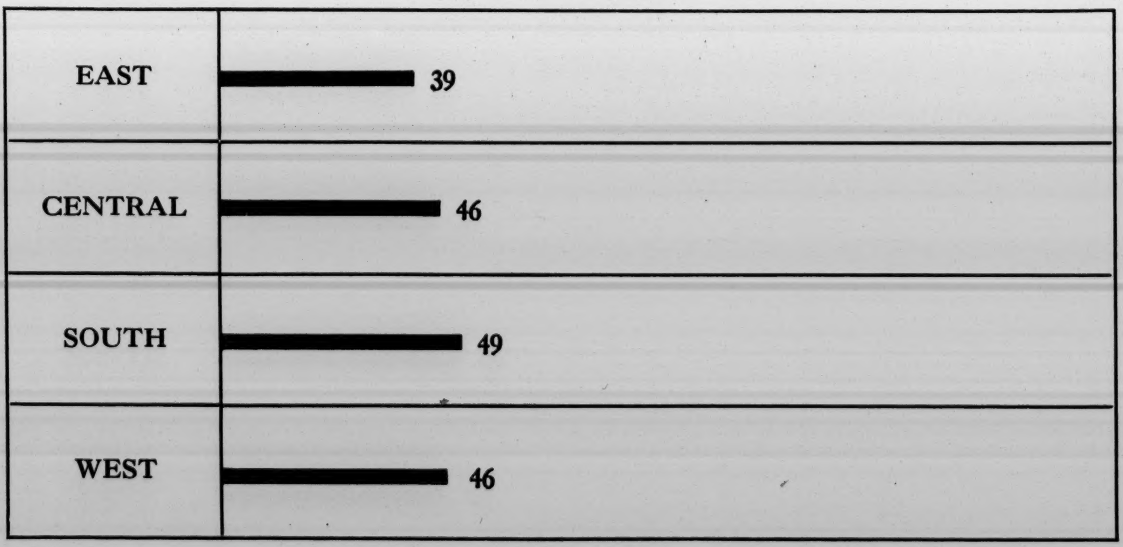
Rating by Groups

October, 1940

Size of Community



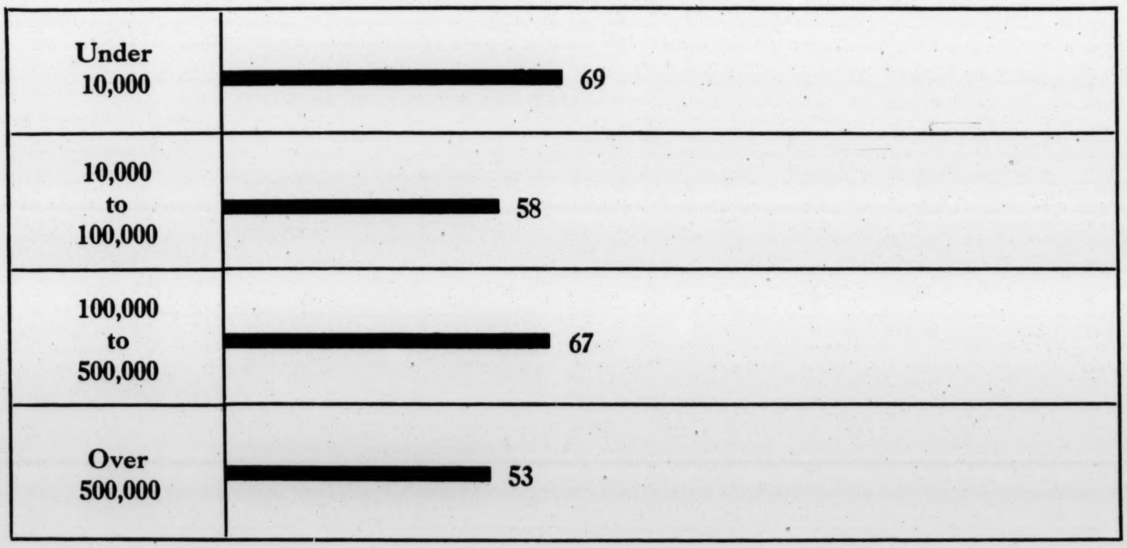
Section of Country



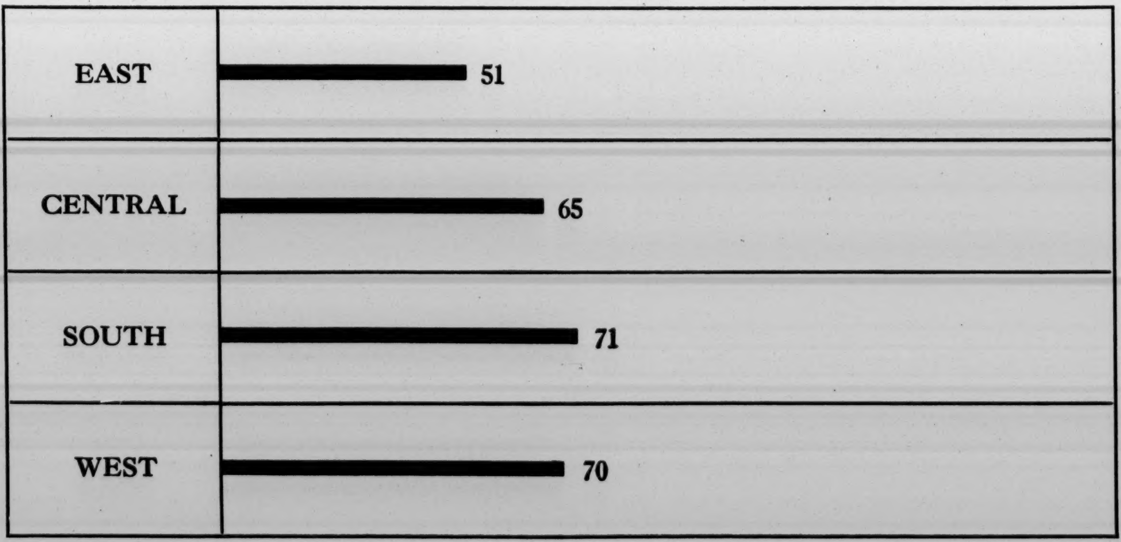
Rating by Groups

October, 1940

Size of Community



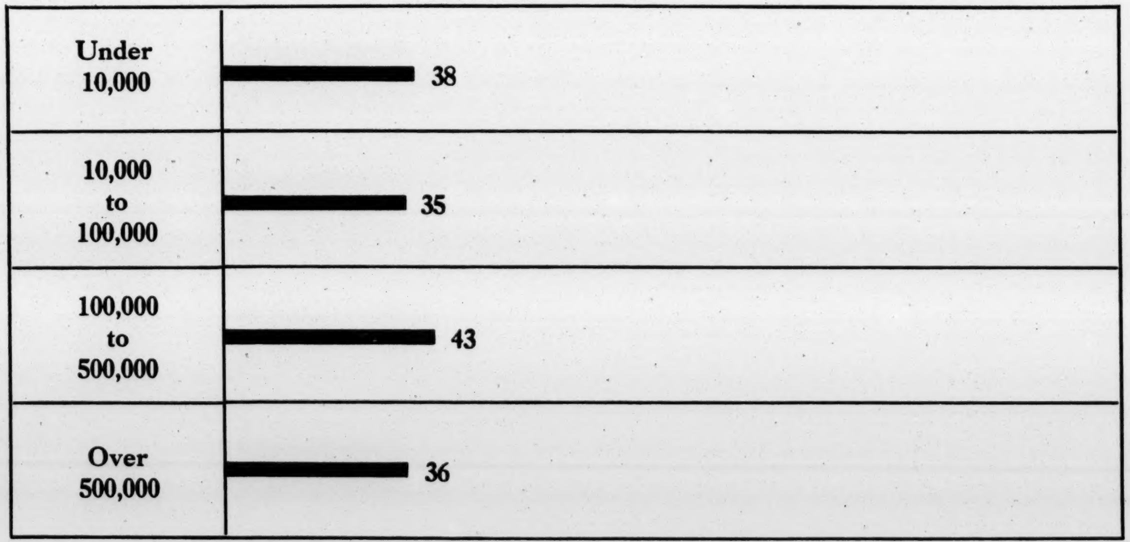
Section of Country



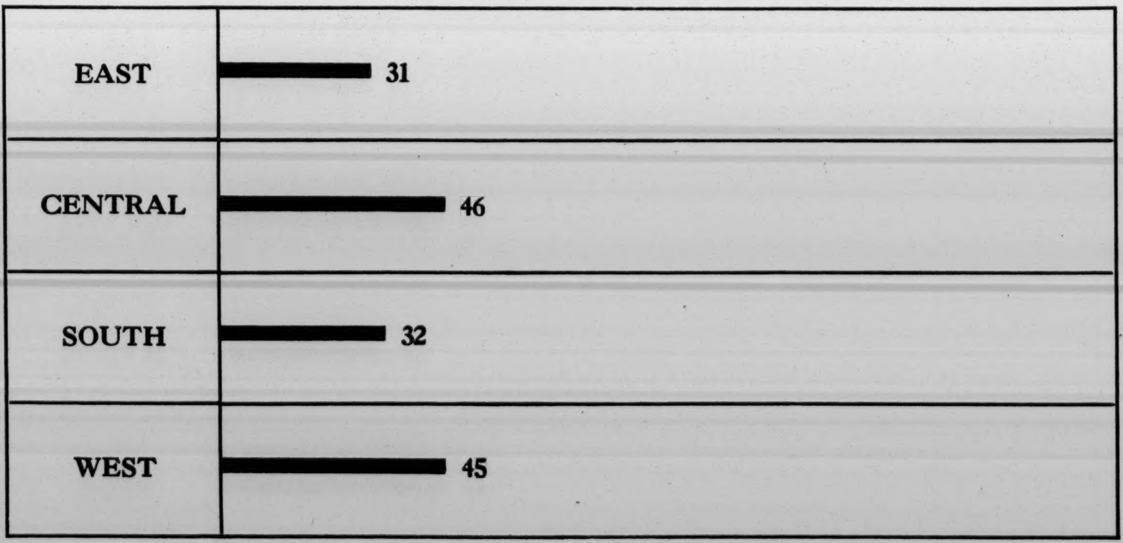
Rating by Groups

October, 1940

Size of Community



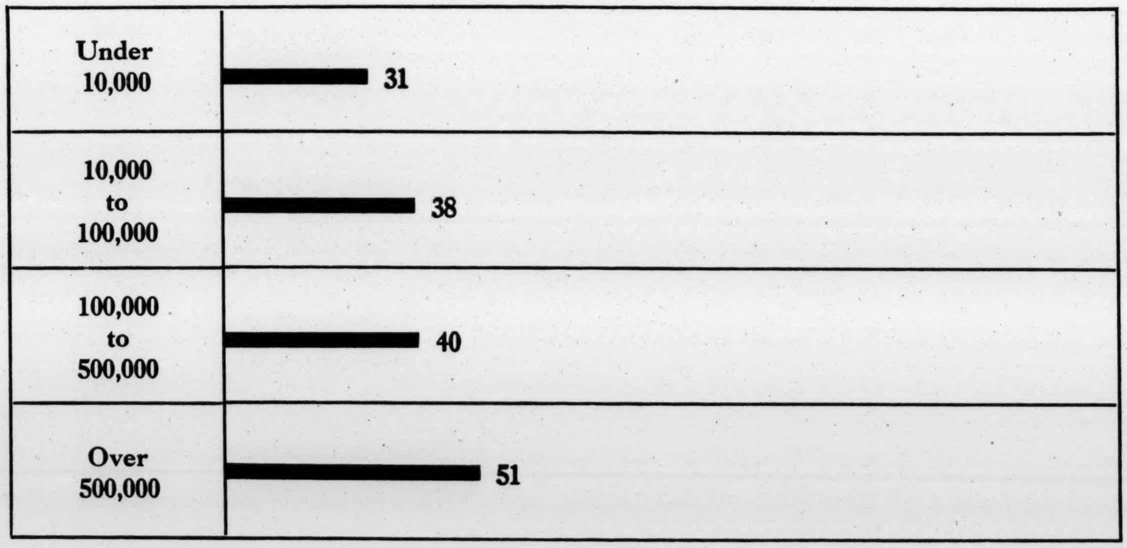
Section of Country



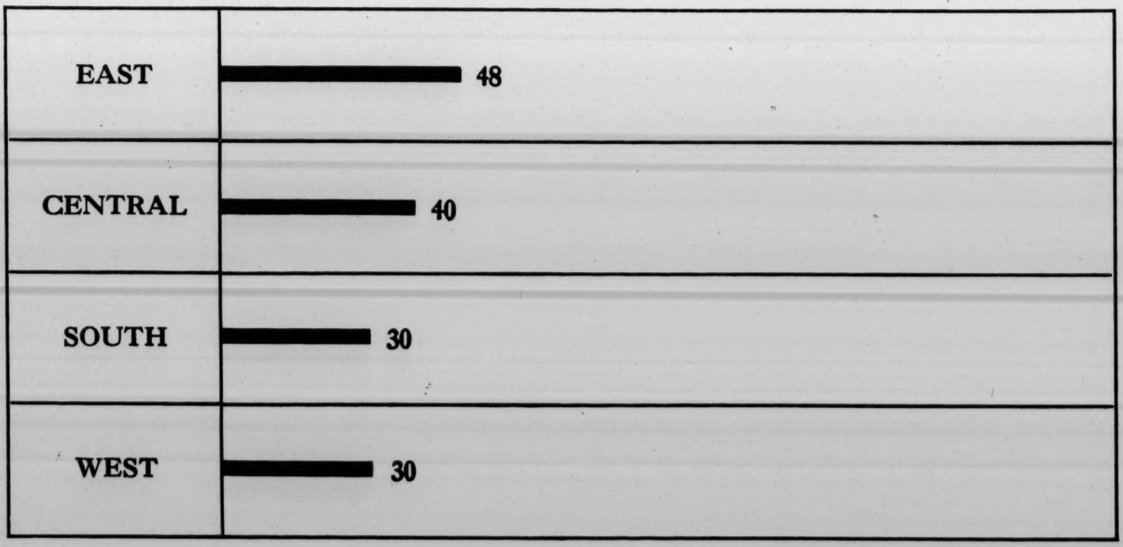
Rating by Groups

October, 1940

Size of Community



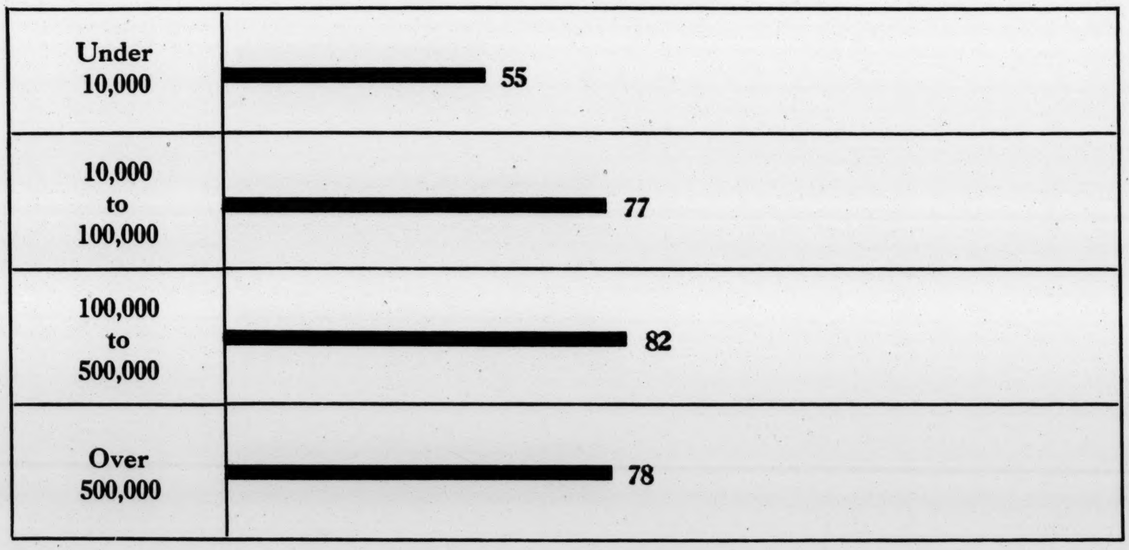
Section of Country



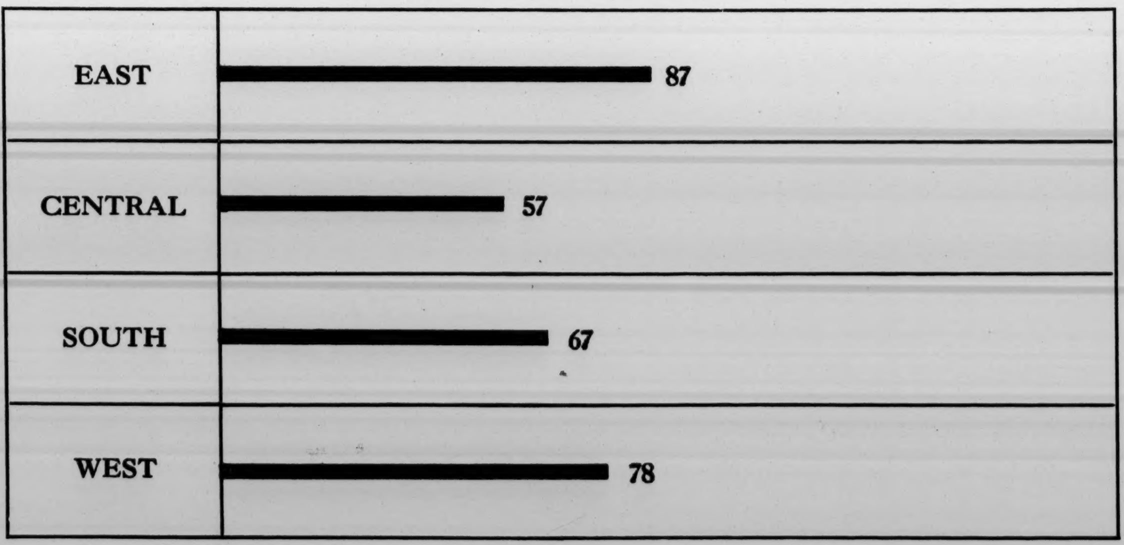
Rating by Groups

October, 1940

Size of Community



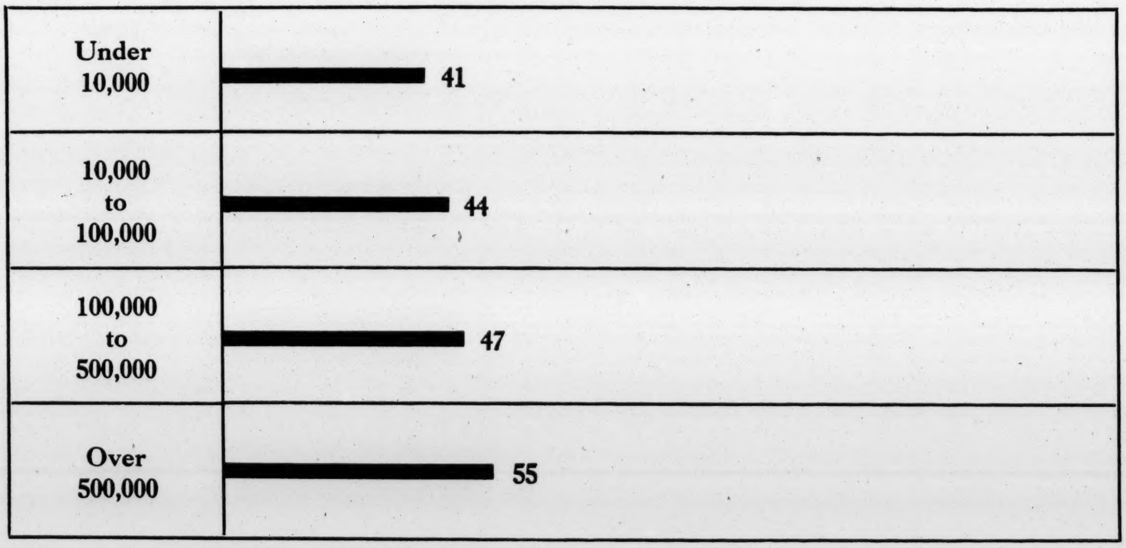
Section of Country



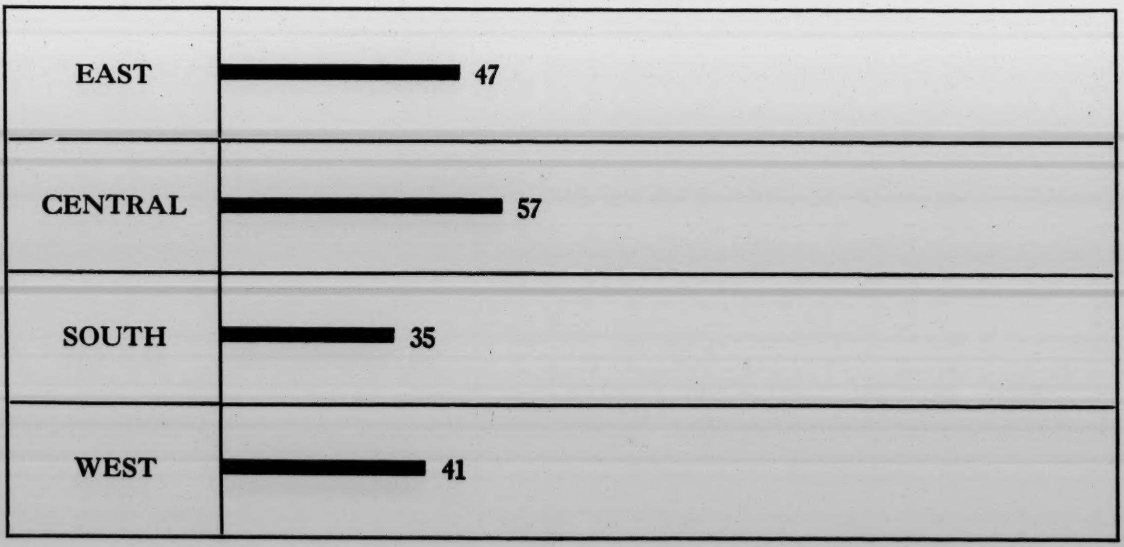
Rating by Groups

October, 1940

Size of Community



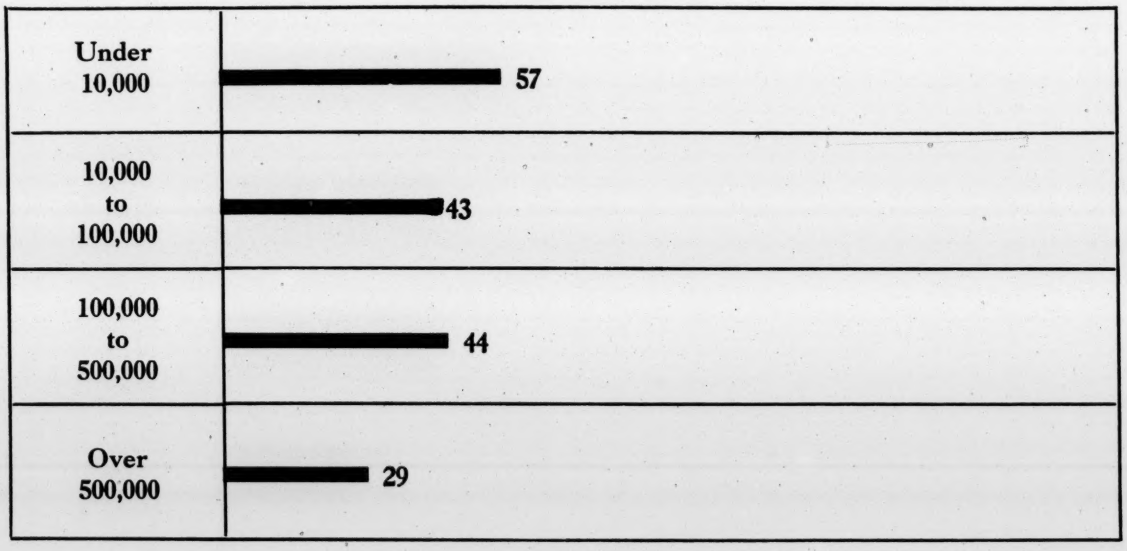
Section of Country



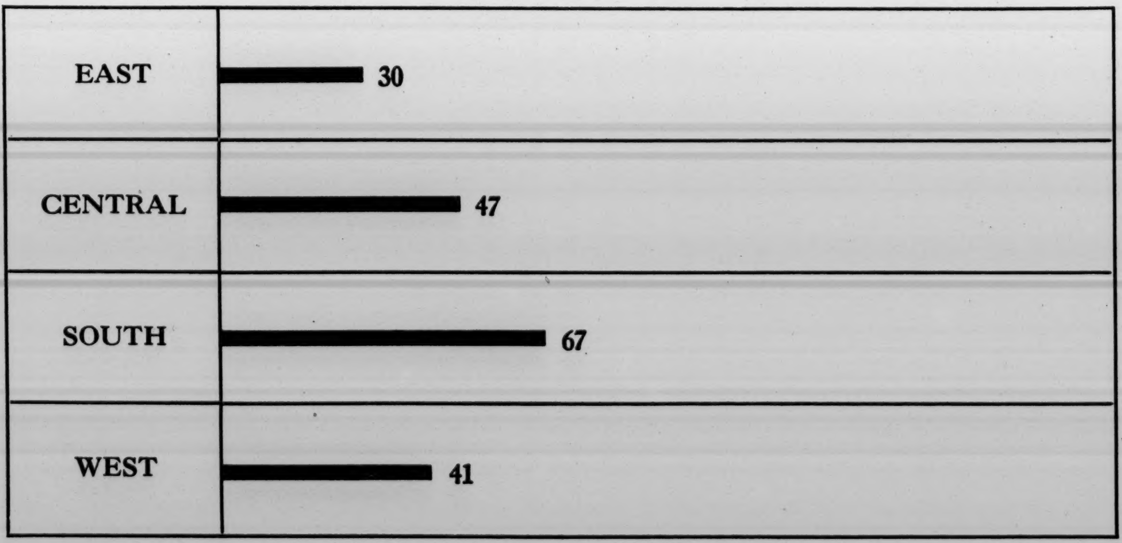
Rating by Groups

October, 1940

Size of Community



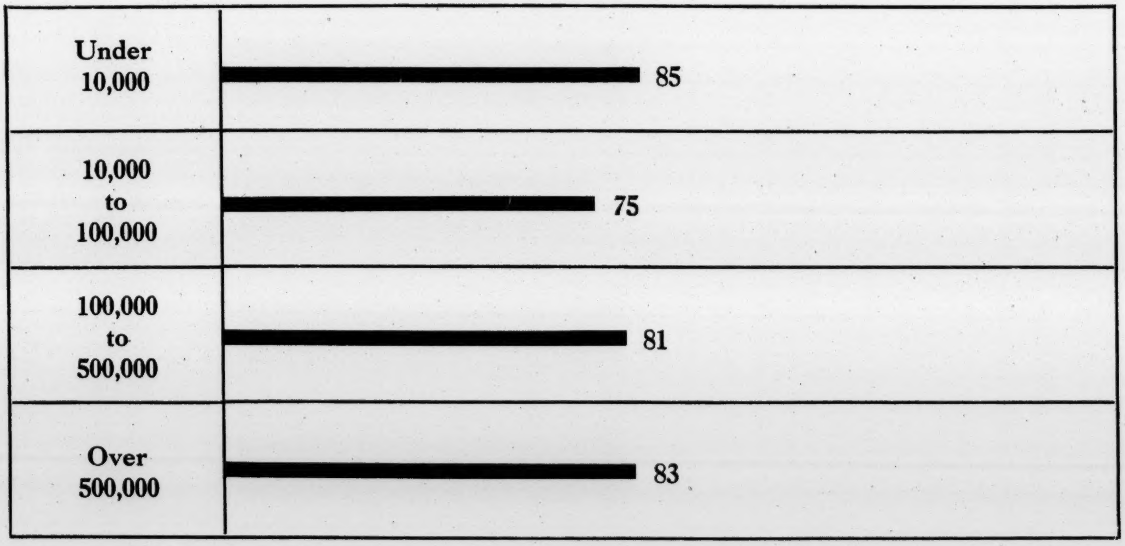
Section of Country



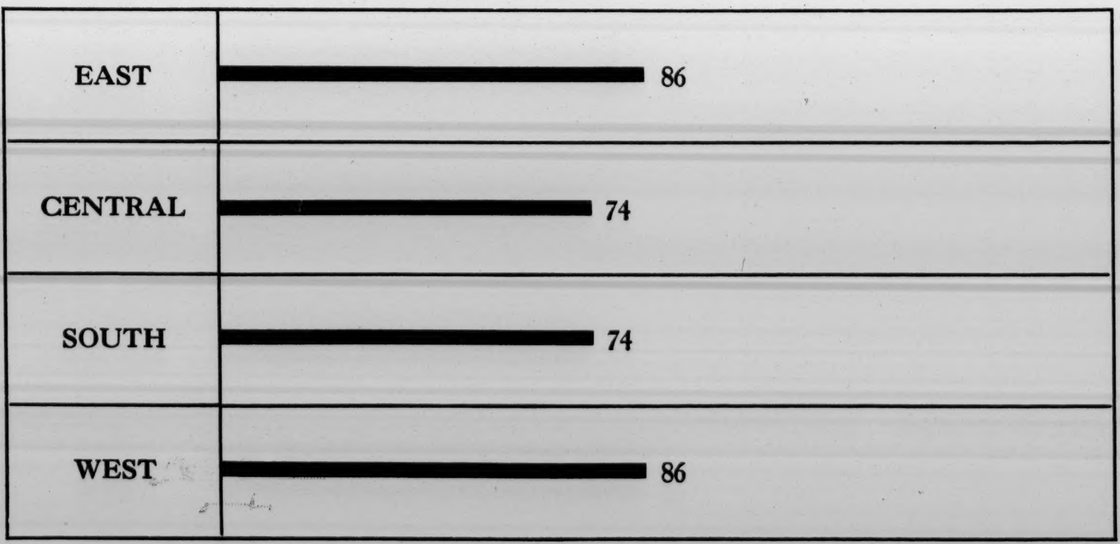
Rating by Groups

October, 1940

Size of Community



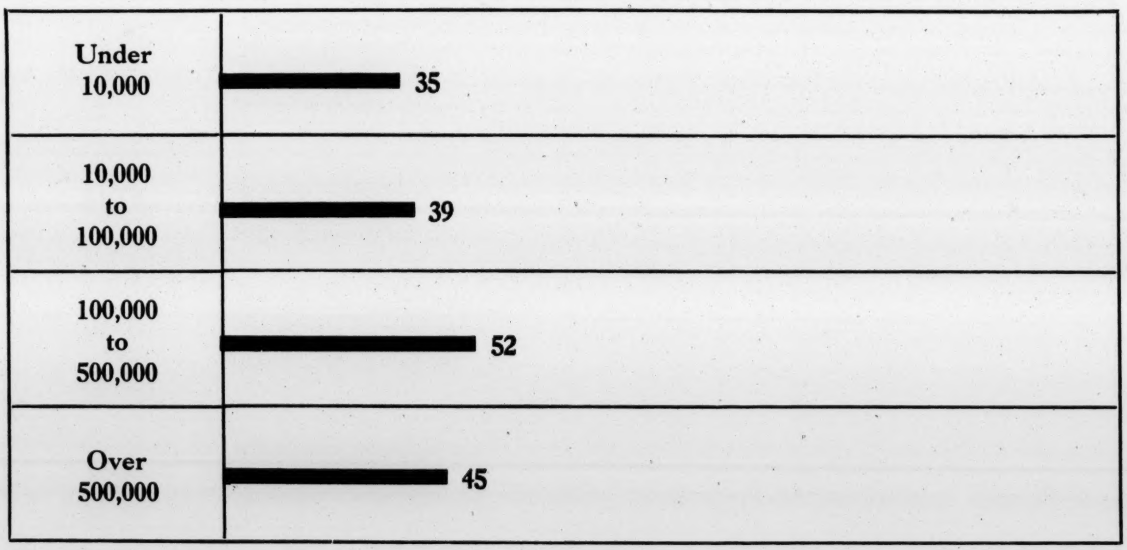
Section of Country



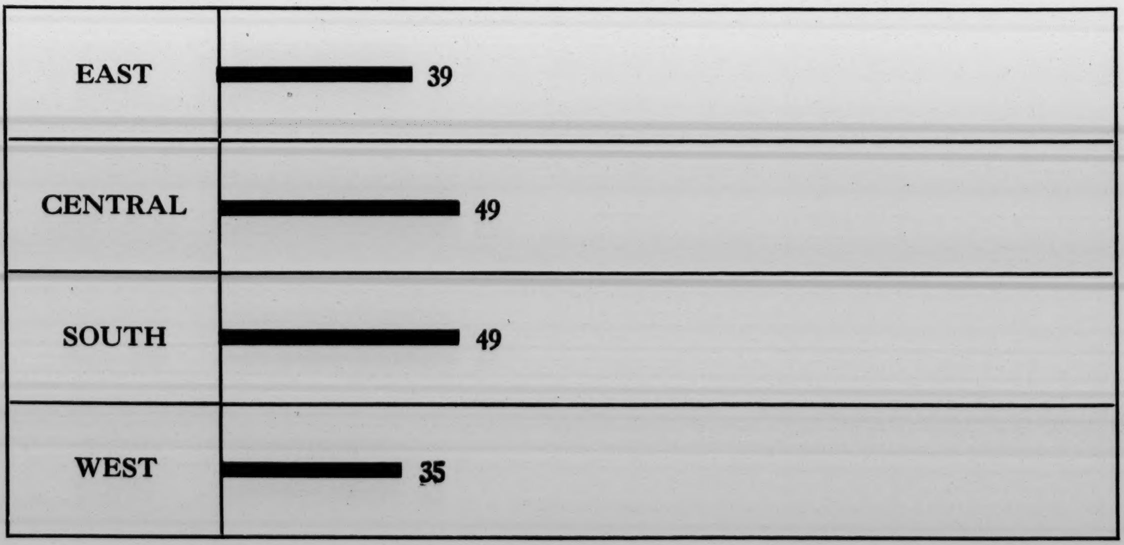
Rating by Groups

October, 1940

Size of Community



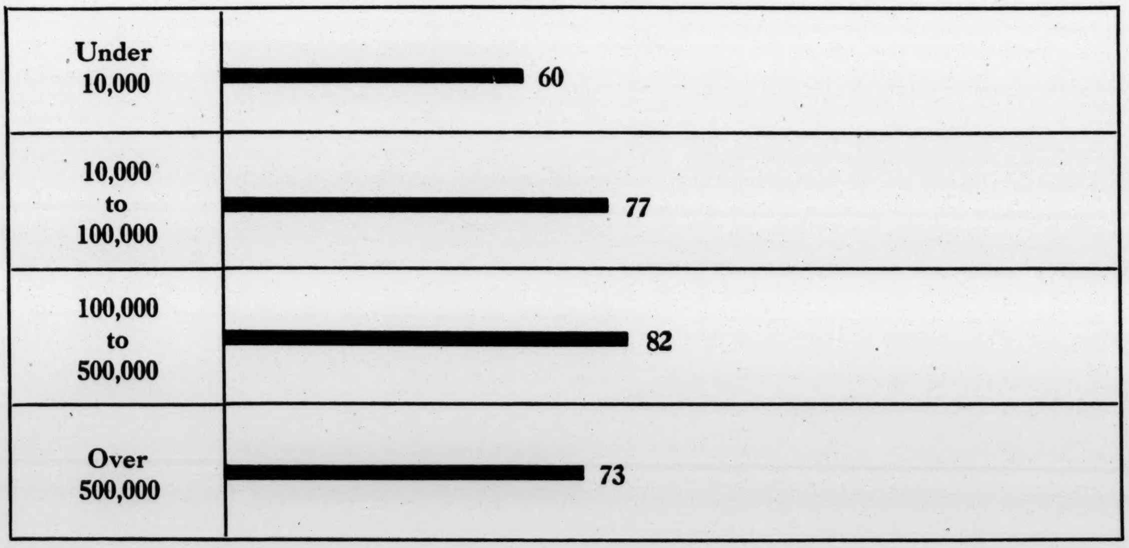
Section of Country



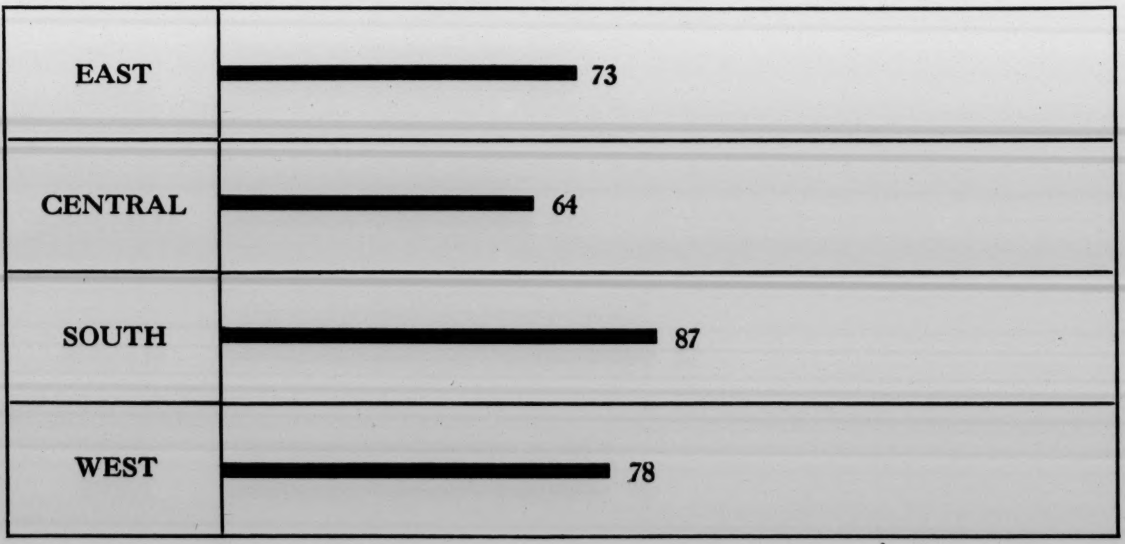
Rating by Groups

October, 1940

Size of Community



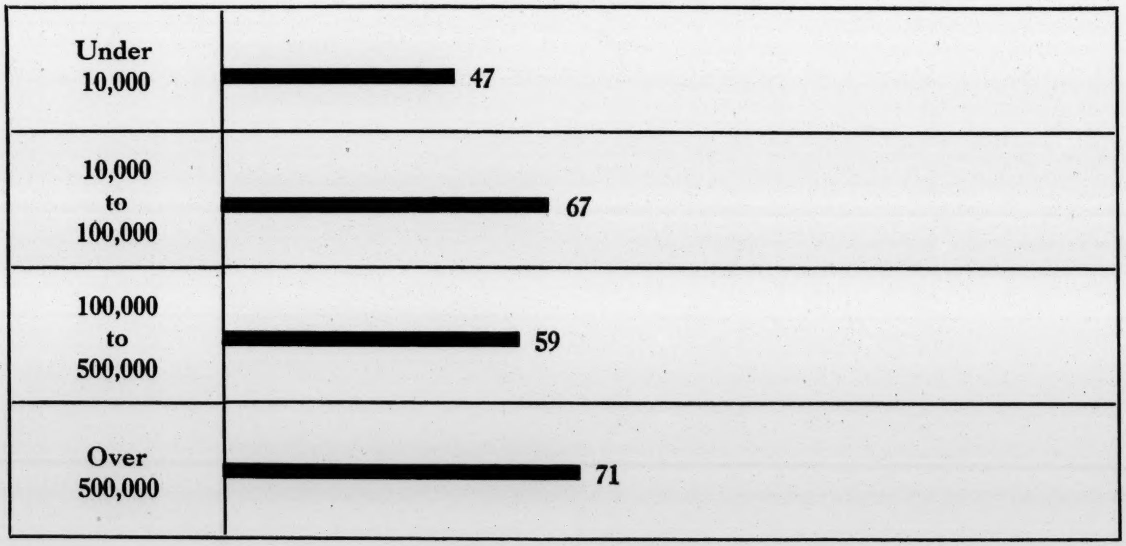
Section of Country



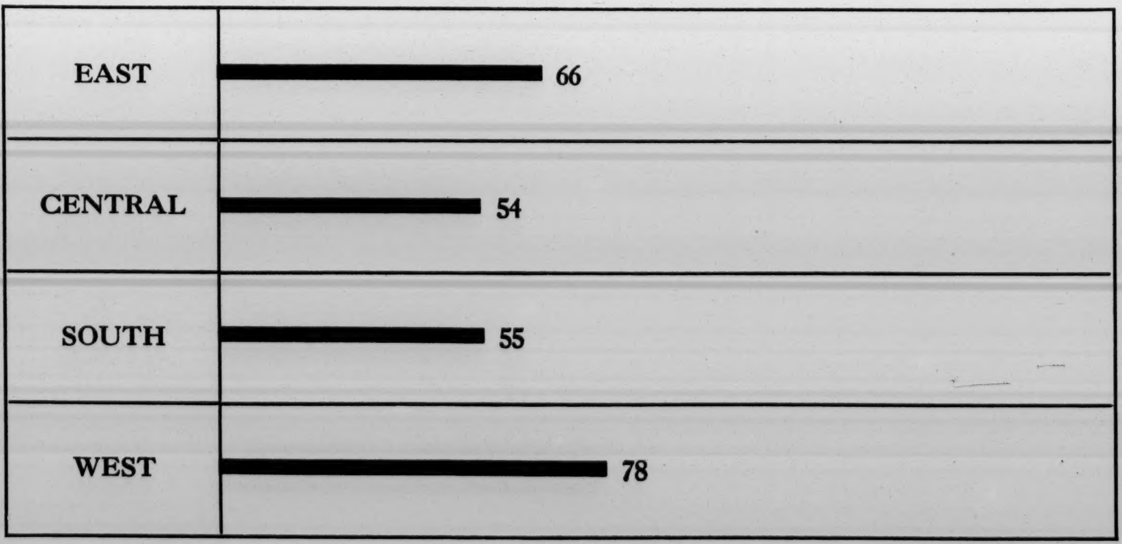
Rating by Groups

October, 1940

Size of Community



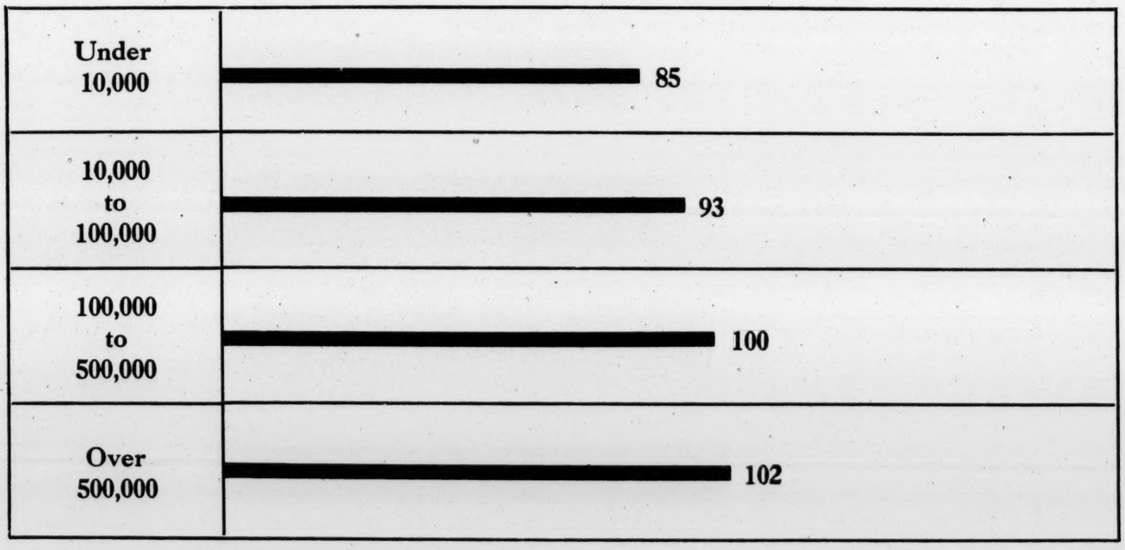
Section of Country



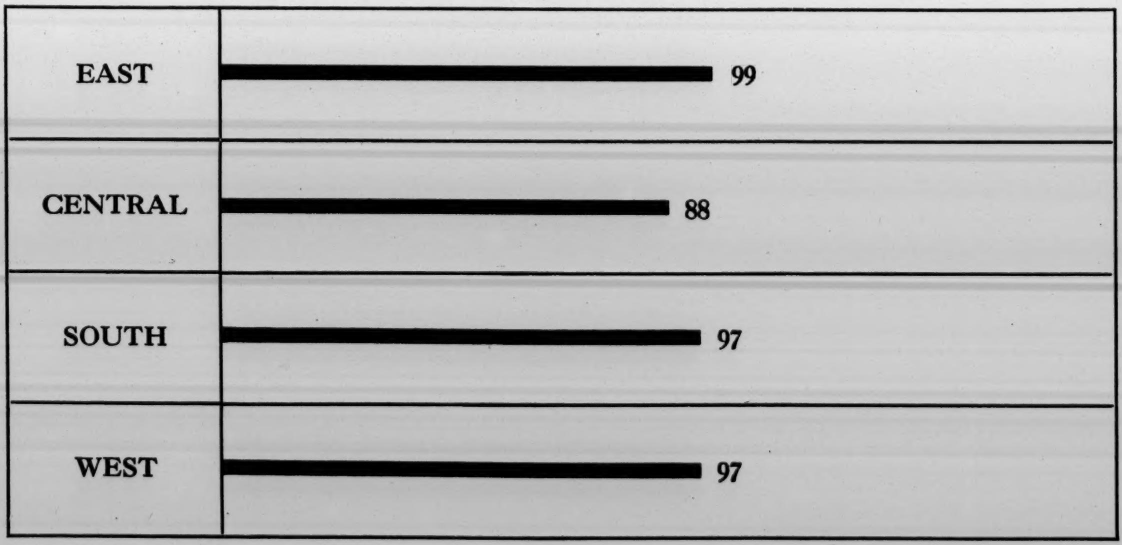
Rating by Groups

October, 1940

Size of Community



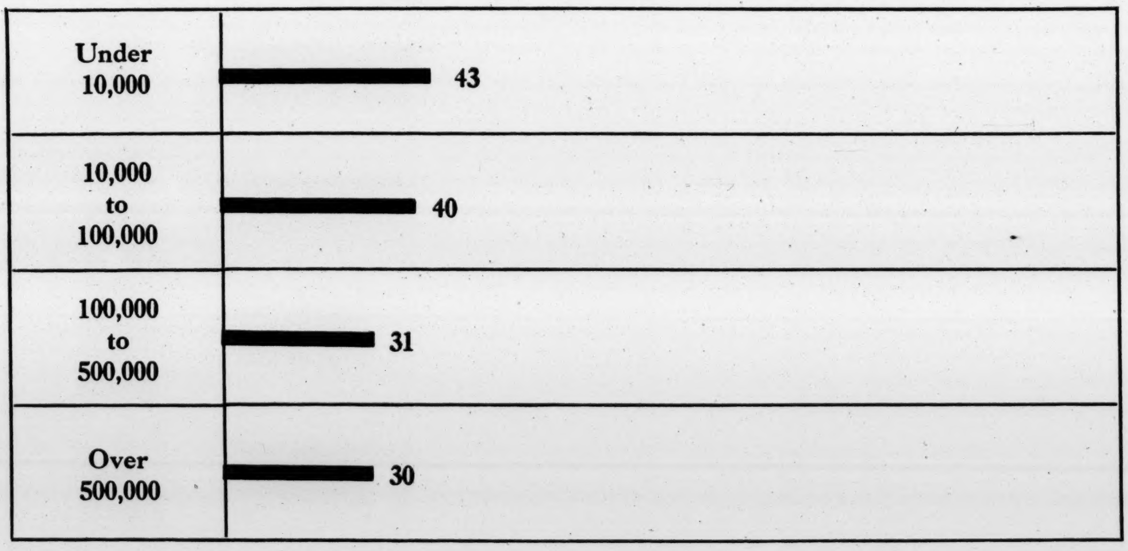
Section of Country



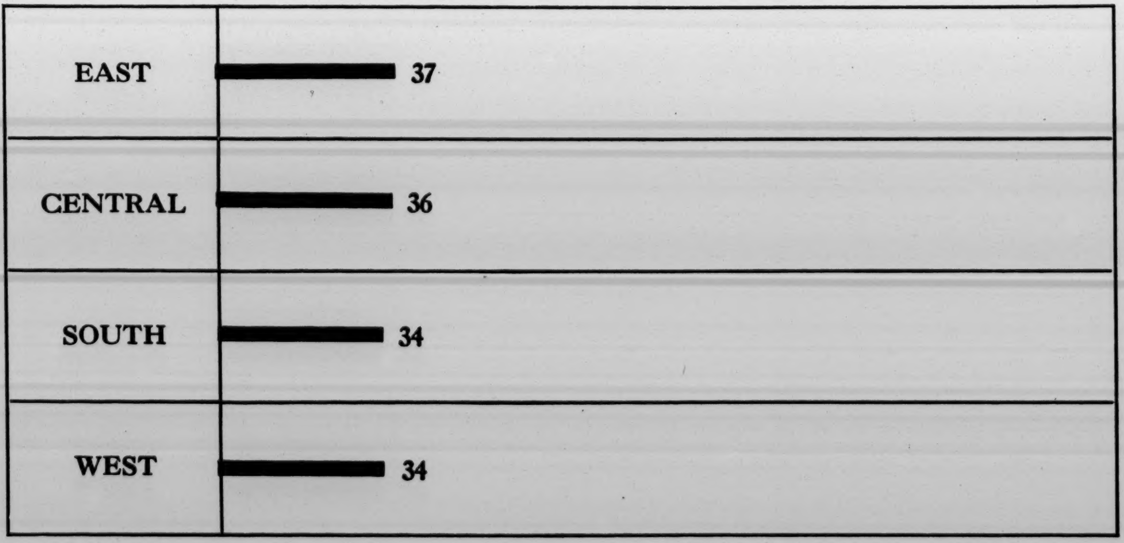
Rating by Groups

October, 1940

Size of Community



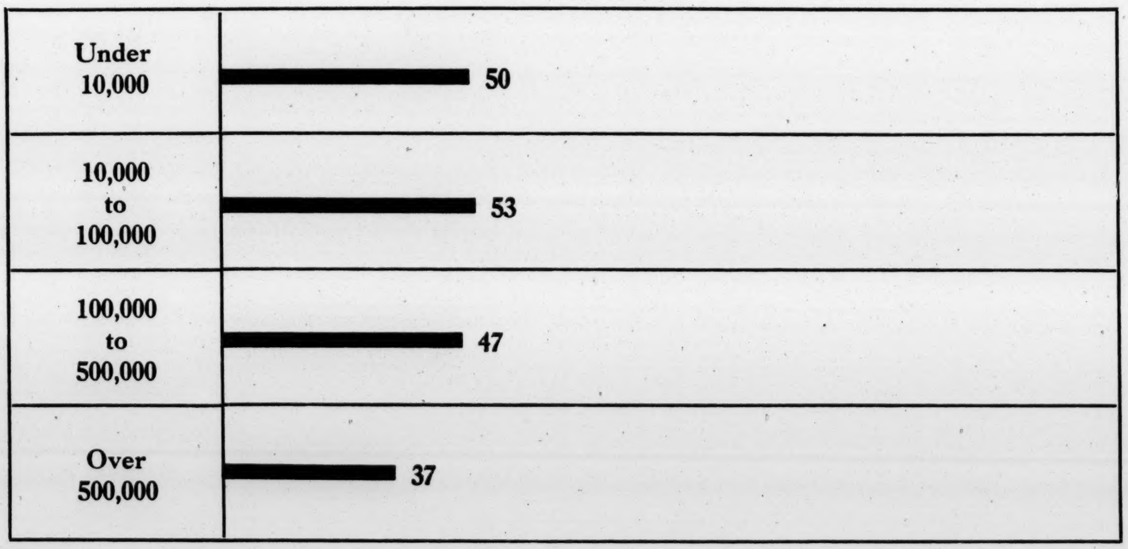
Section of Country



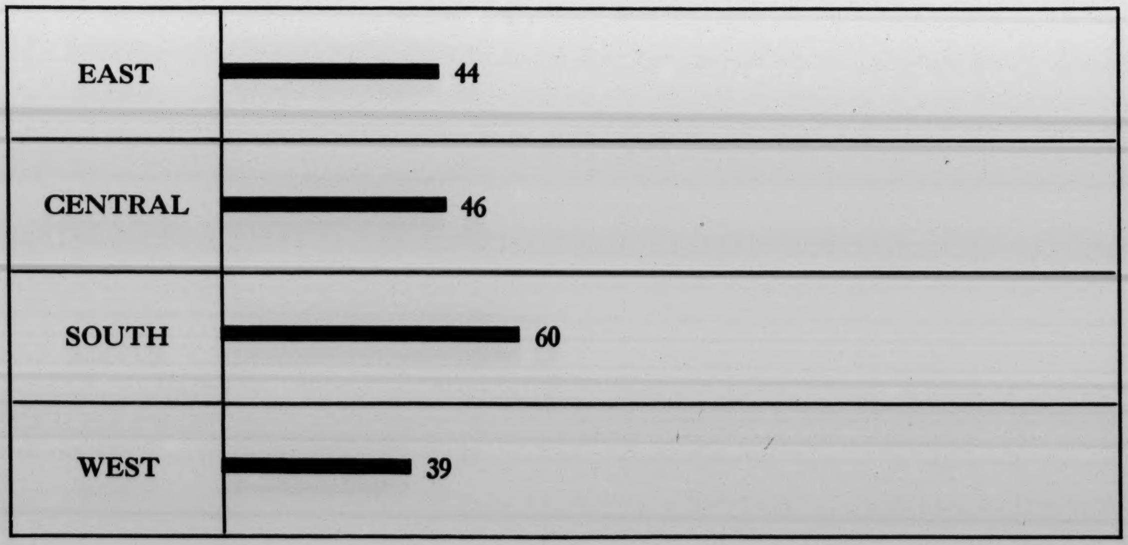
Rating by Groups

October, 1940

Size of Community



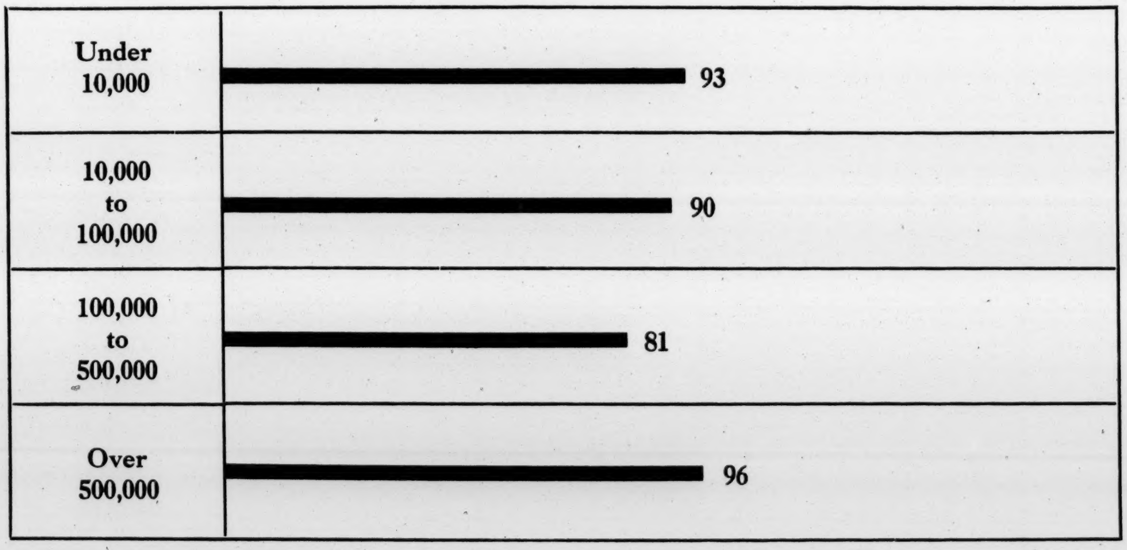
Section of Country



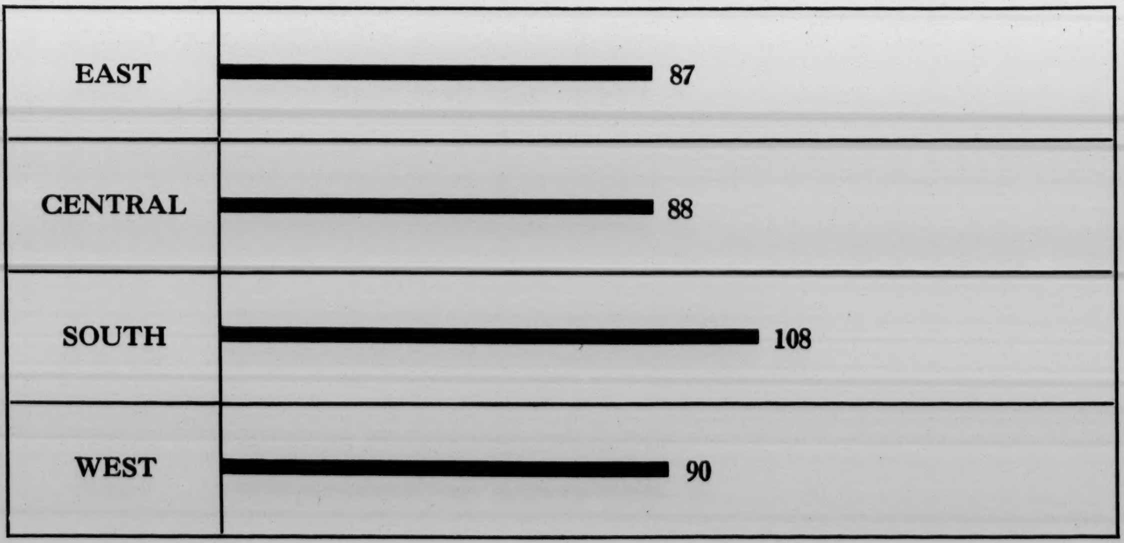
Rating by Groups

October, 1940

Size of Community



Section of Country

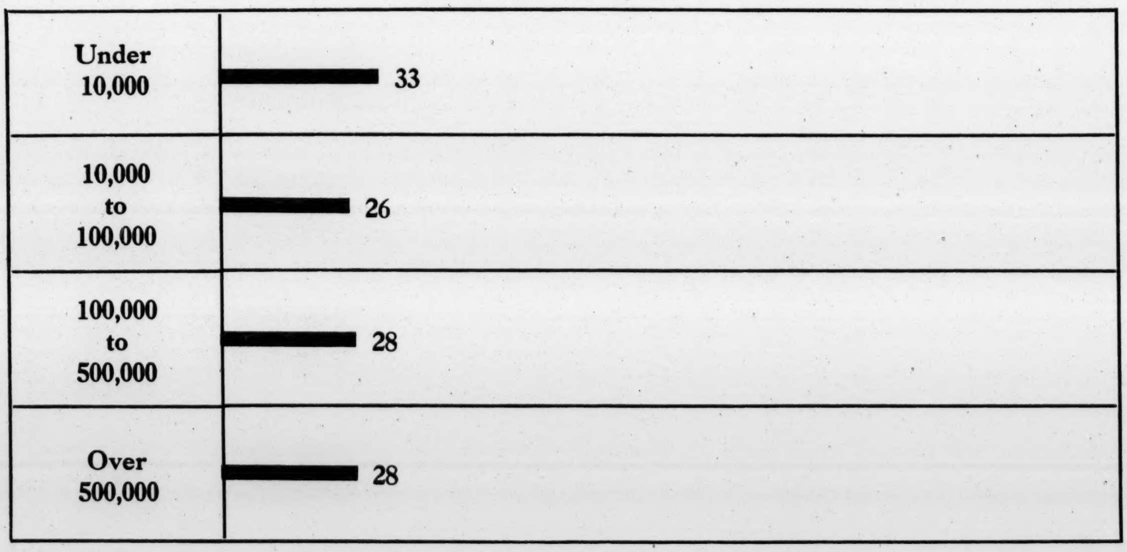


DARNELL, Linda

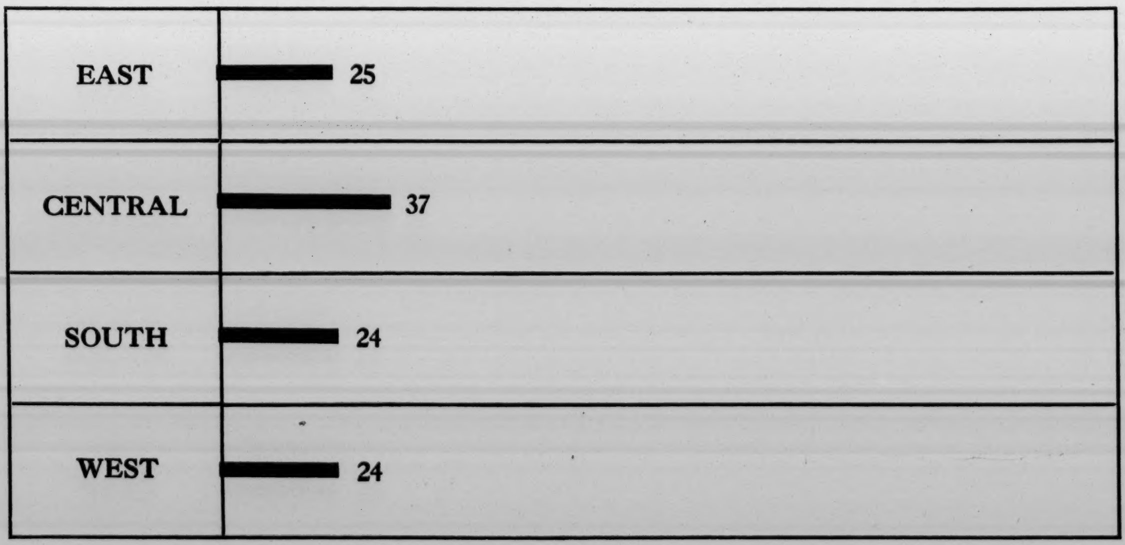
Rating by Groups

October, 1940

Size of Community



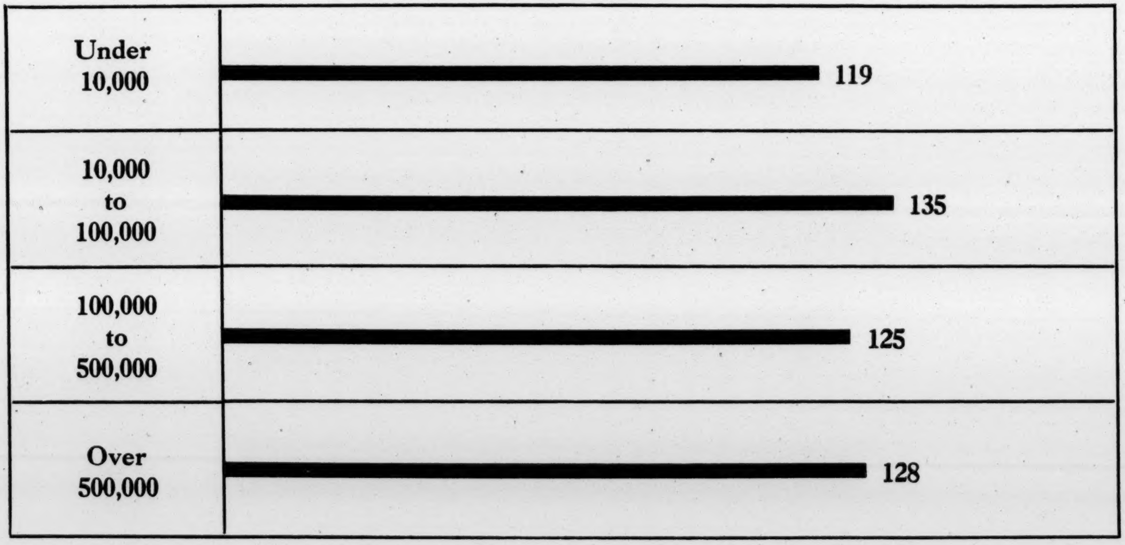
Section of Country



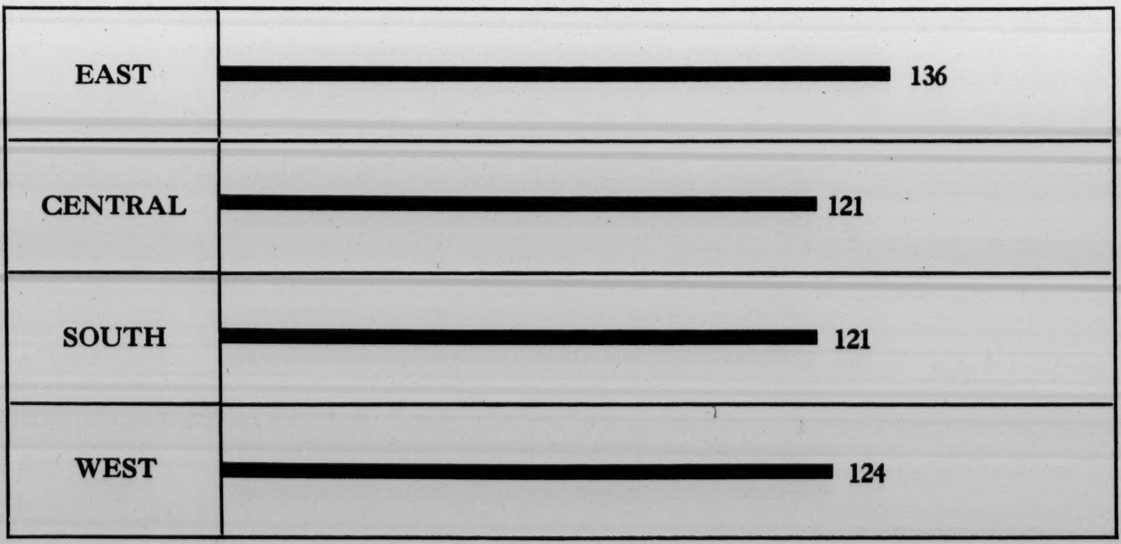
Rating by Groups

October, 1940

Size of Community



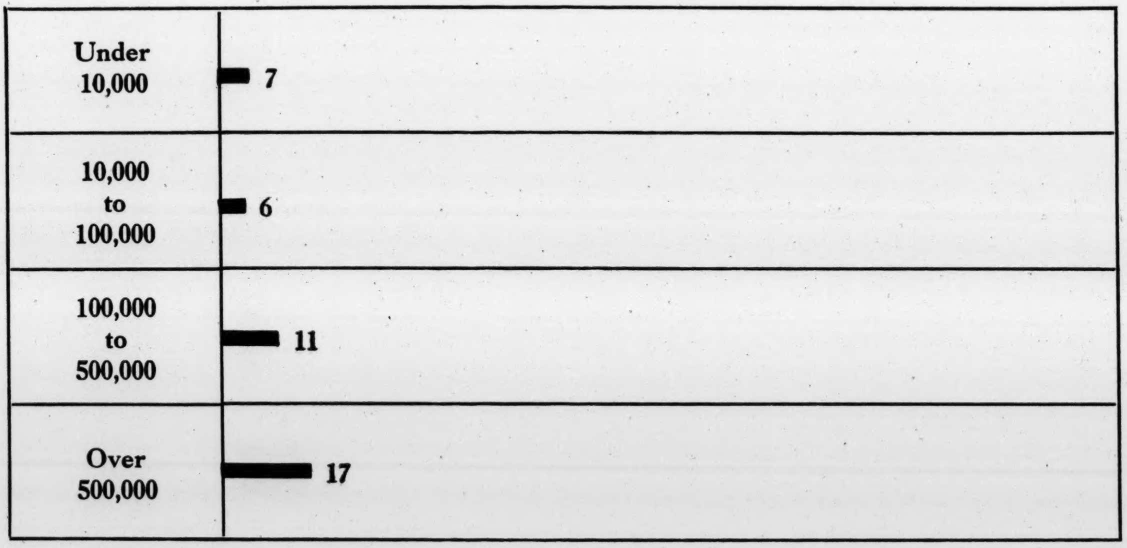
Section of Country



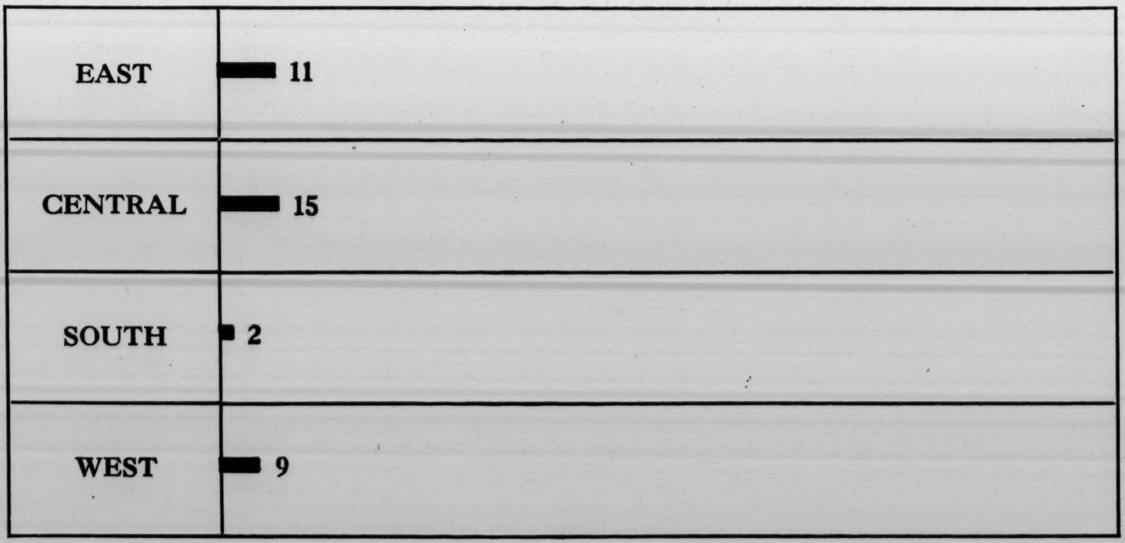
Rating by Groups

October, 1940

Size of Community



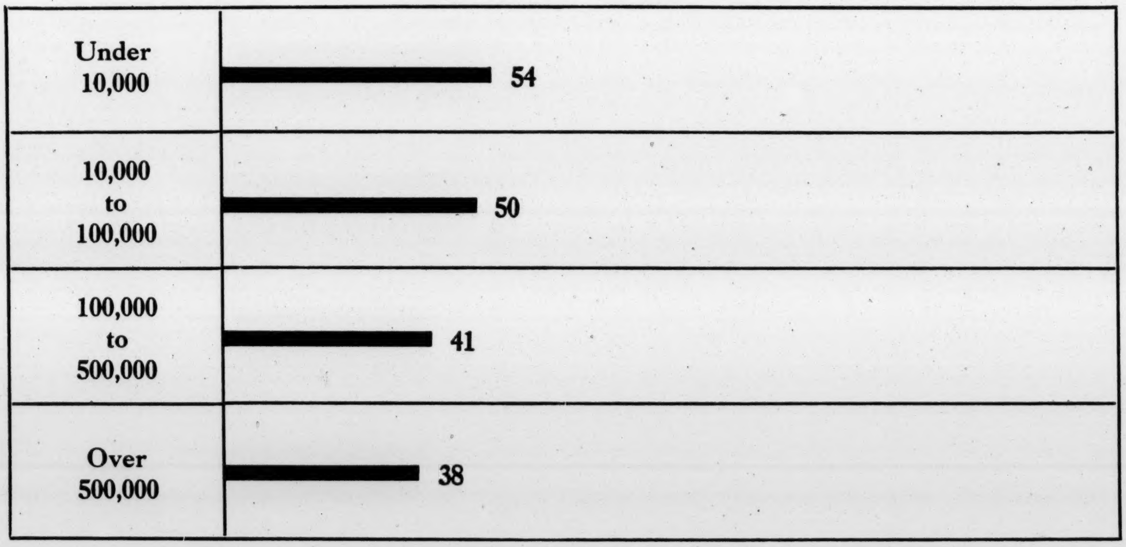
Section of Country



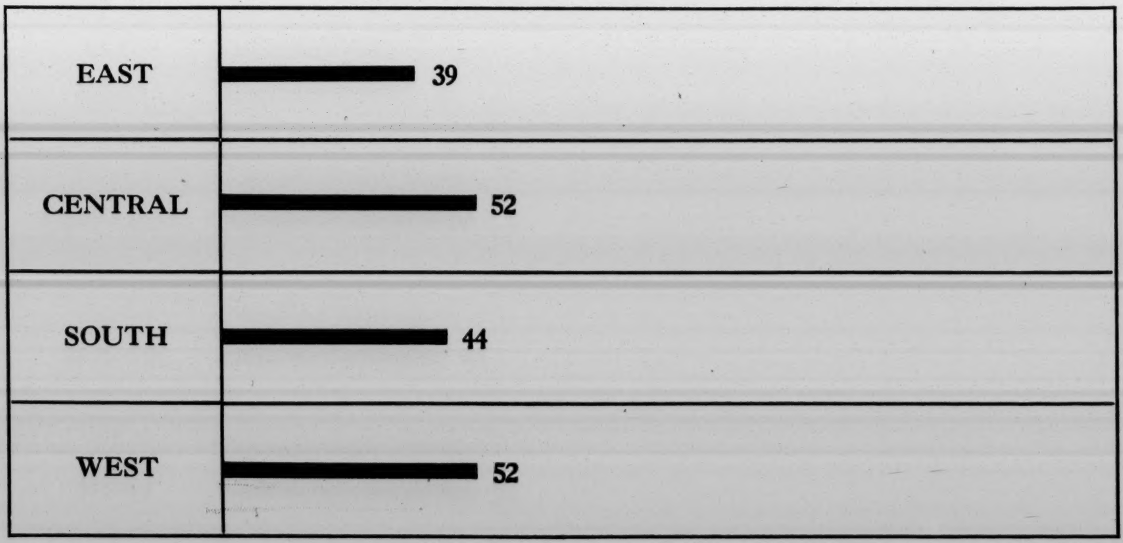
Rating by Groups

October, 1940

Size of Community



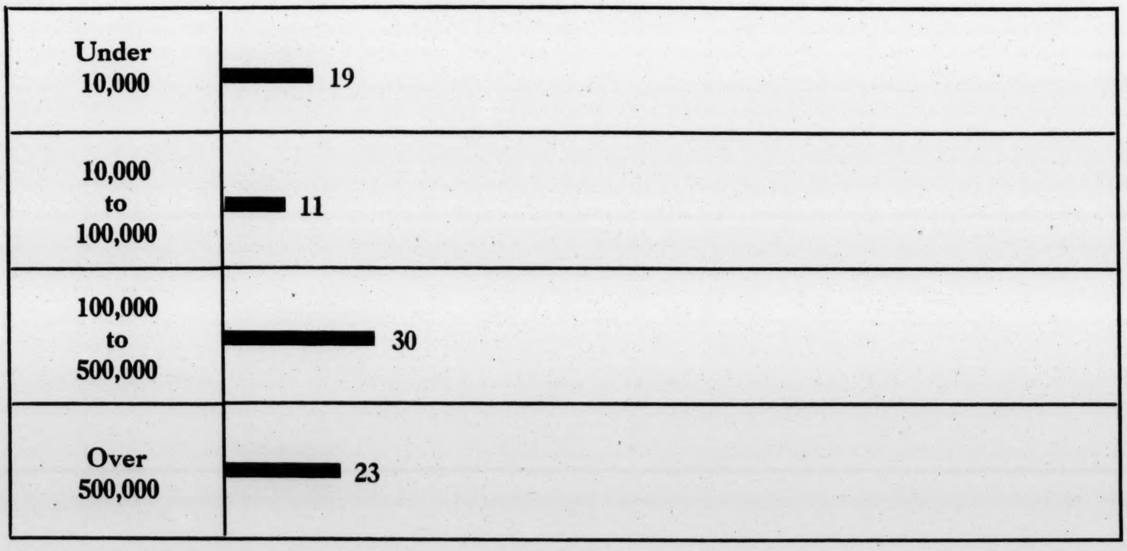
Section of Country



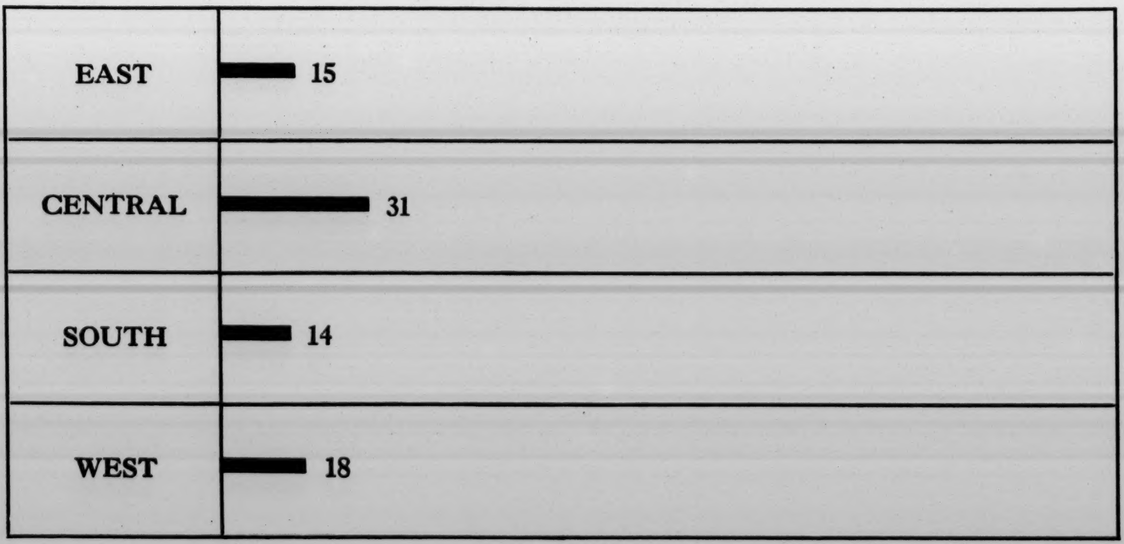
Rating by Groups

October, 1940

Size of Community



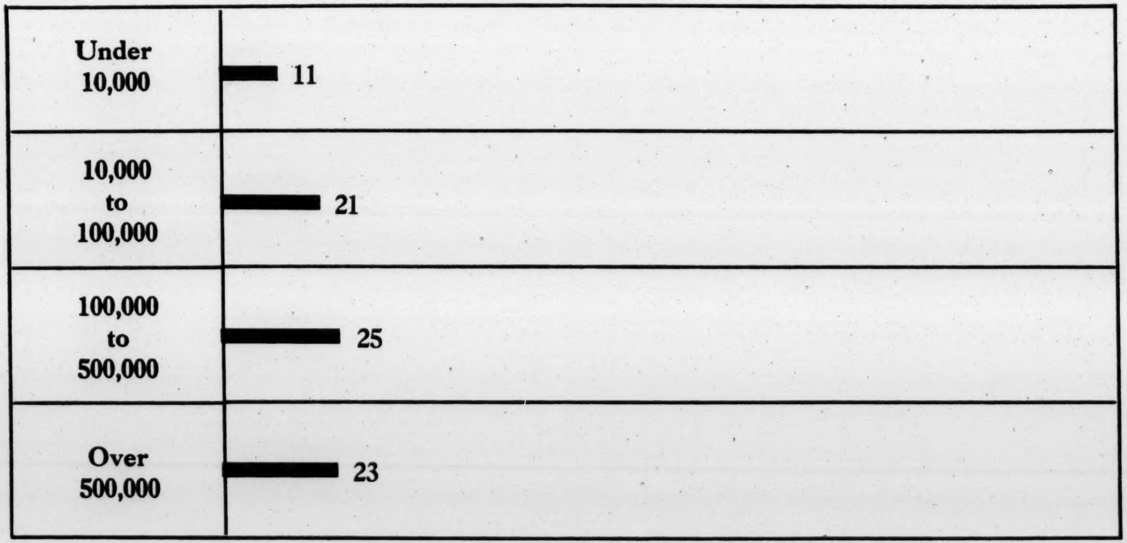
Section of Country



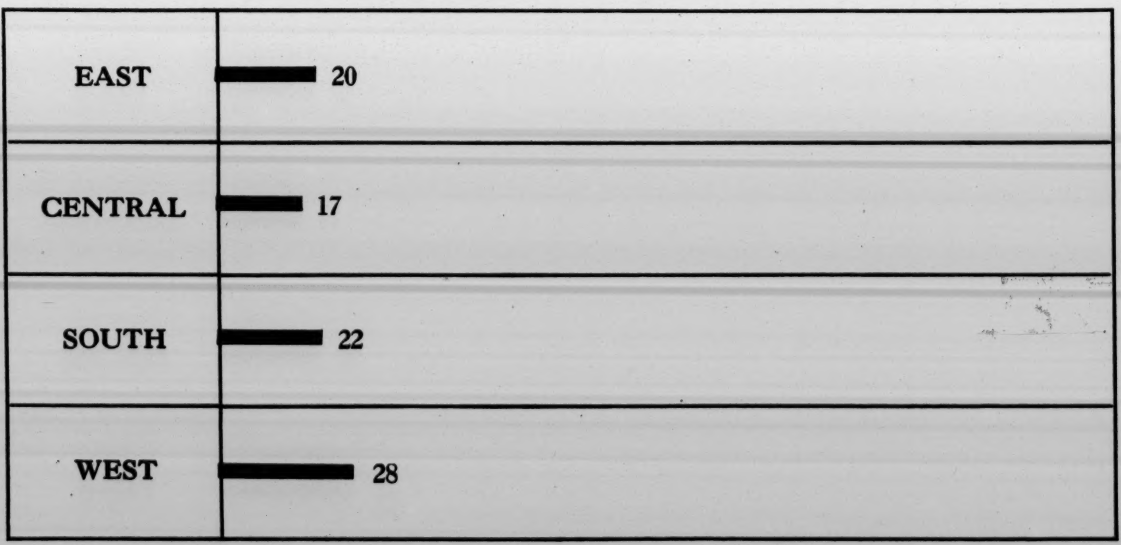
Rating by Groups

October, 1940

Size of Community



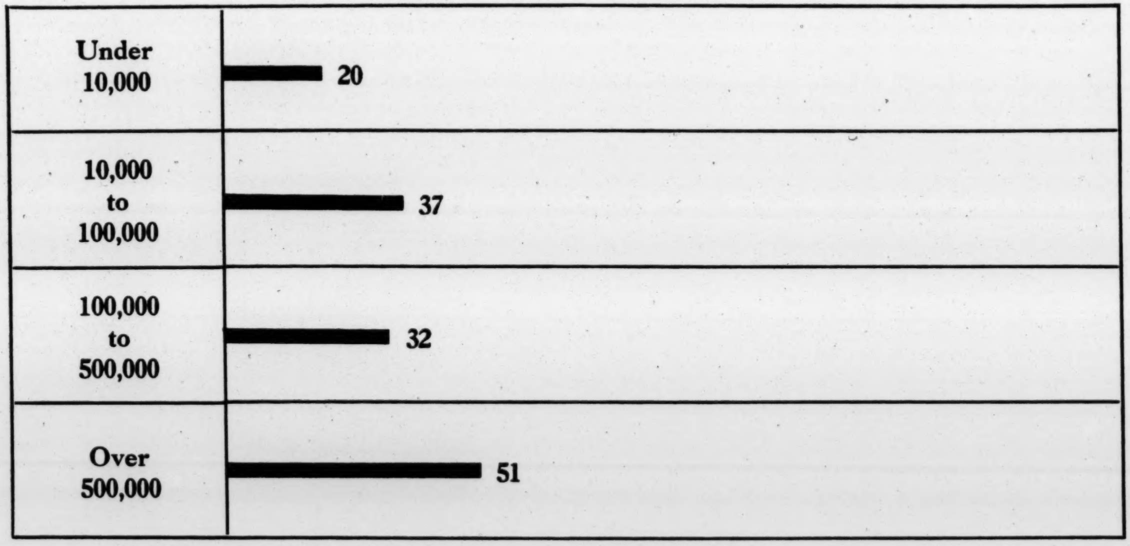
Section of Country



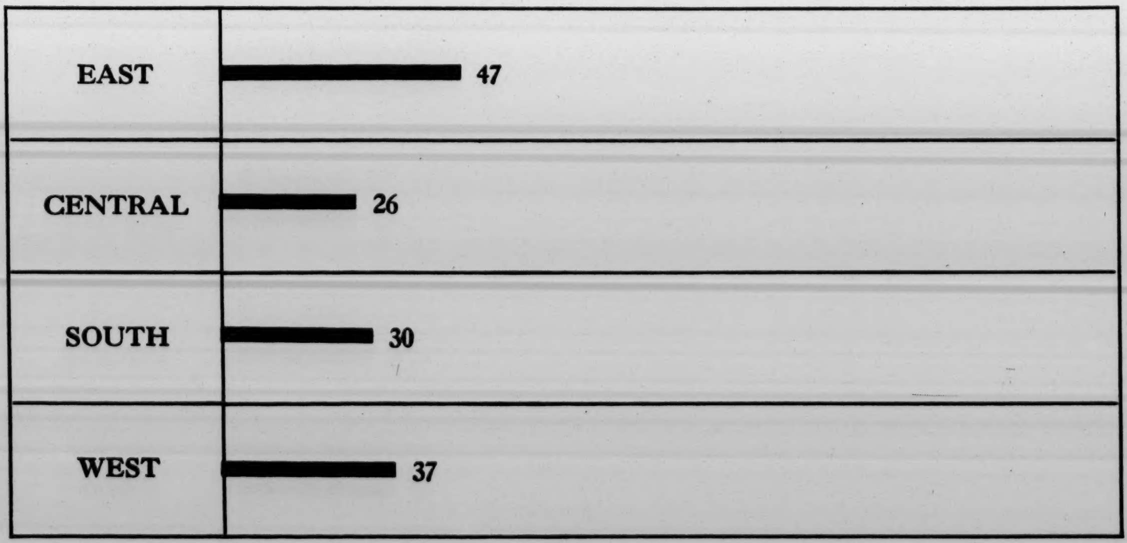
Rating by Groups

October, 1940

Size of Community



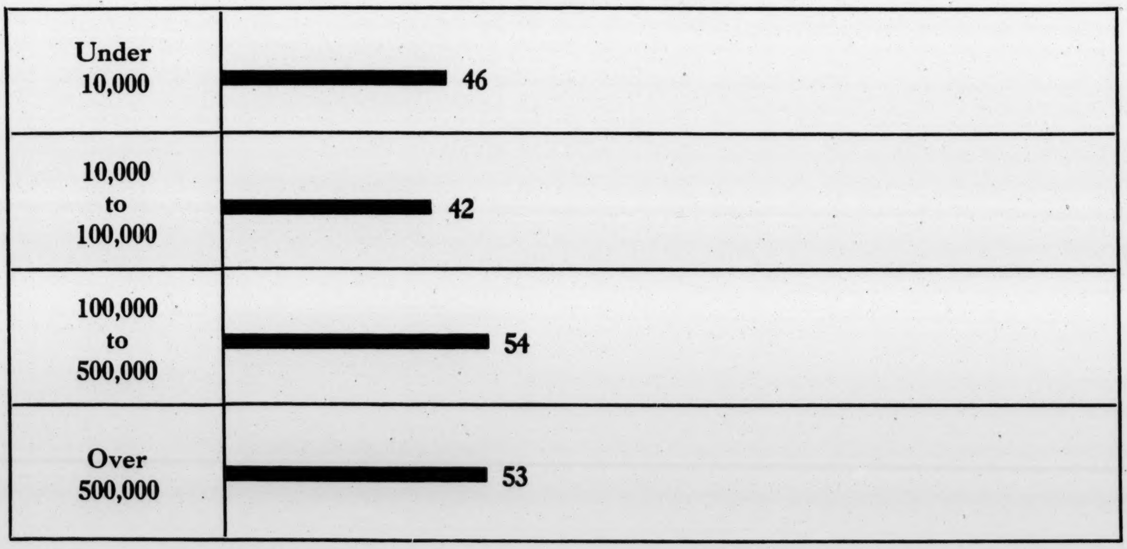
Section of Country



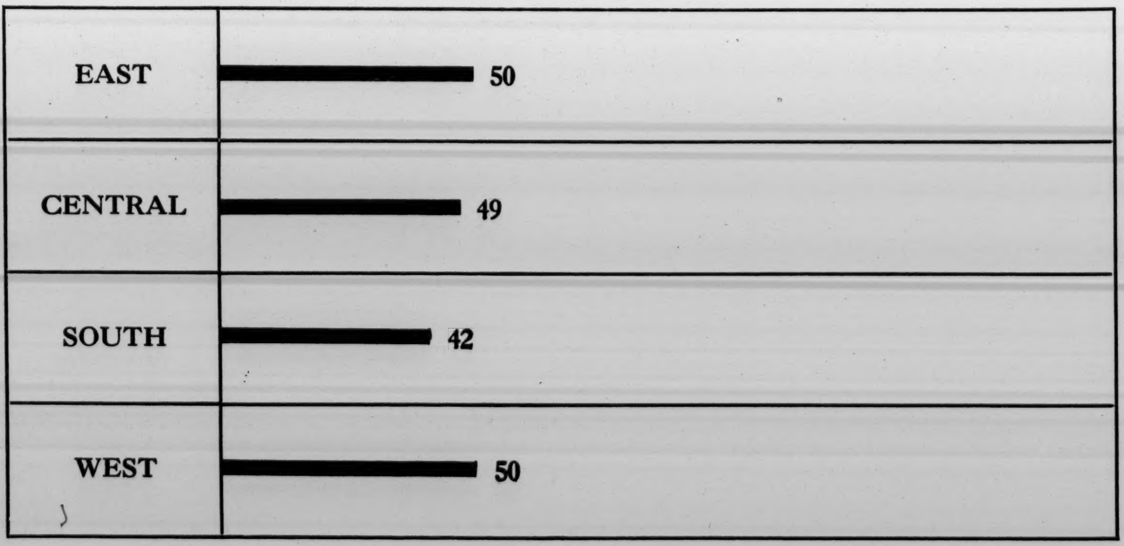
Rating by Groups

October, 1940

Size of Community



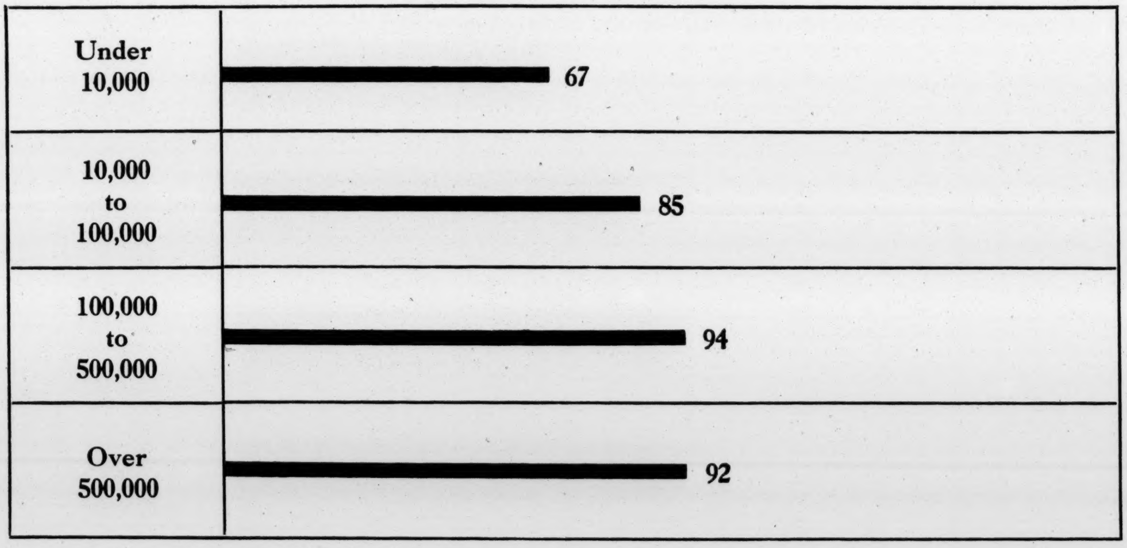
Section of Country



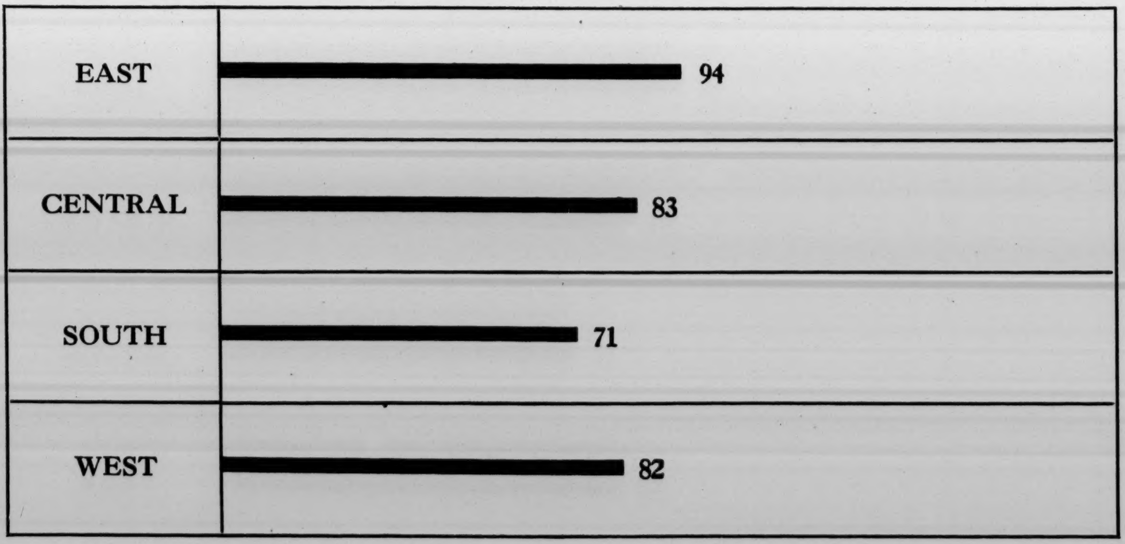
Rating by Groups

October, 1940

Size of Community



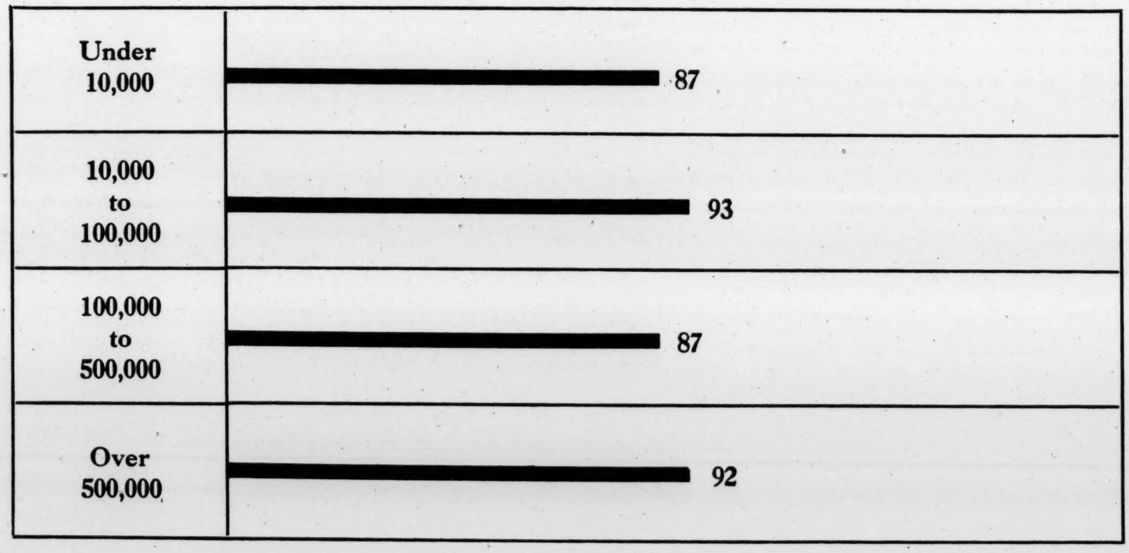
Section of Country



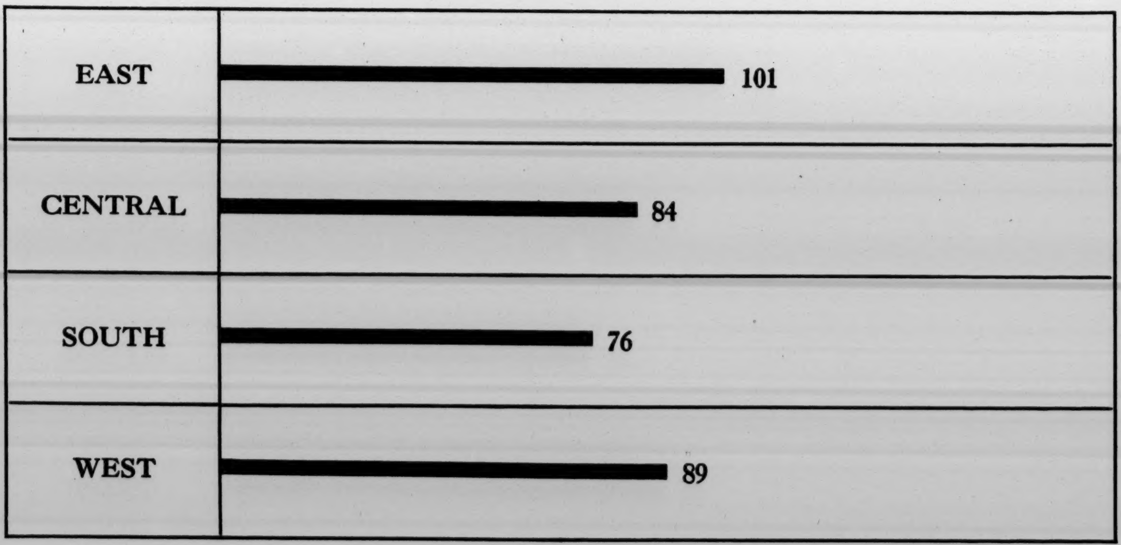
Rating by Groups

October, 1940

Size of Community



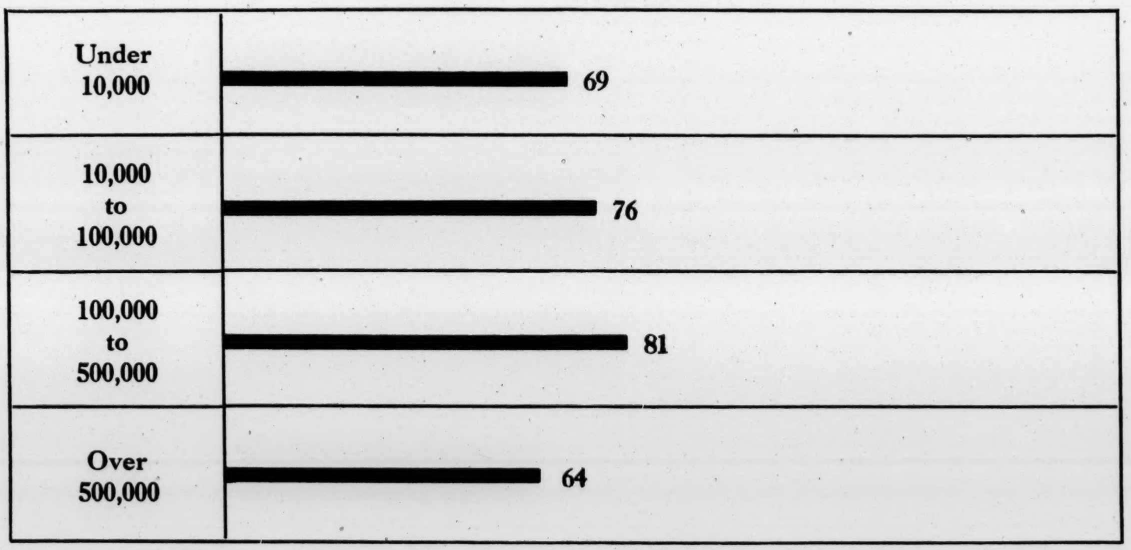
Section of Country



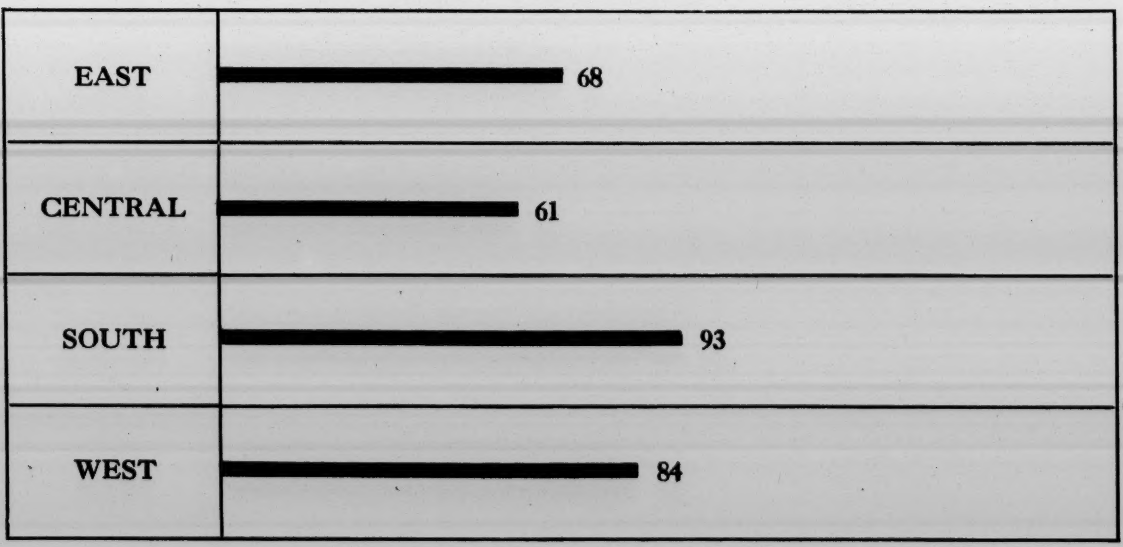
Rating by Groups

October, 1940

Size of Community



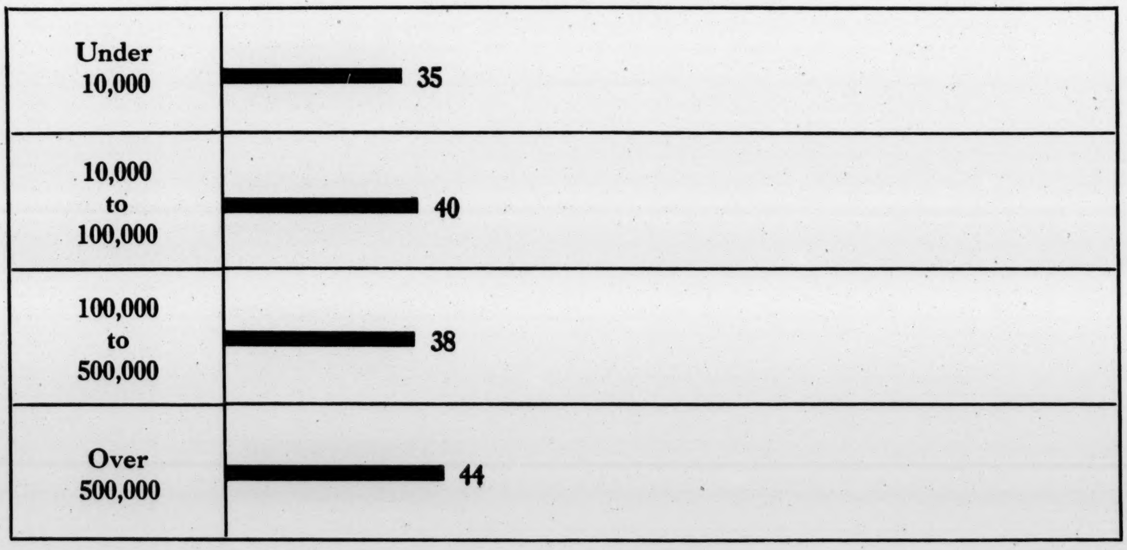
Section of Country



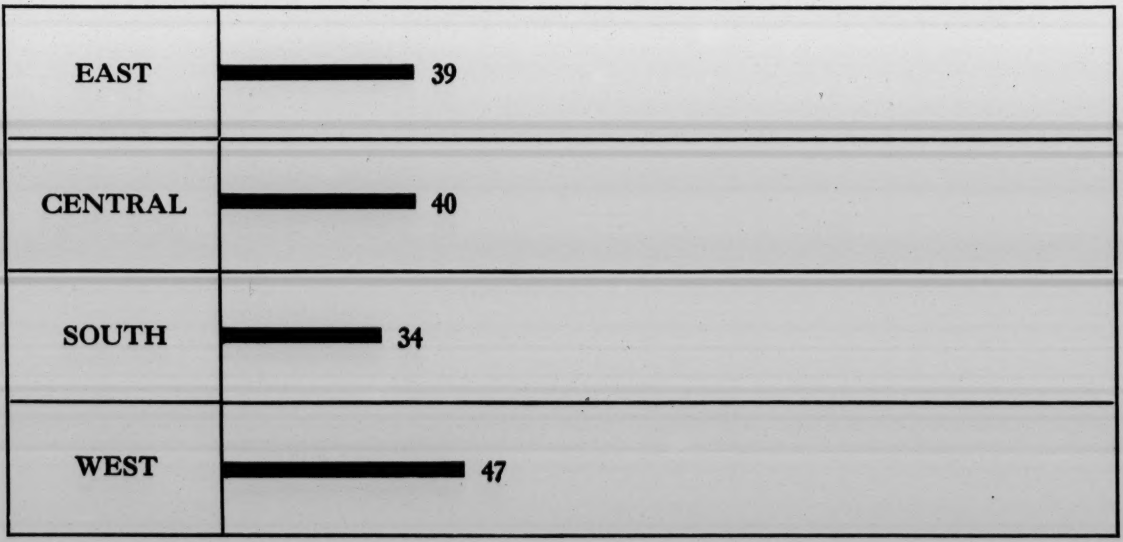
Rating by Groups

October, 1940

Size of Community



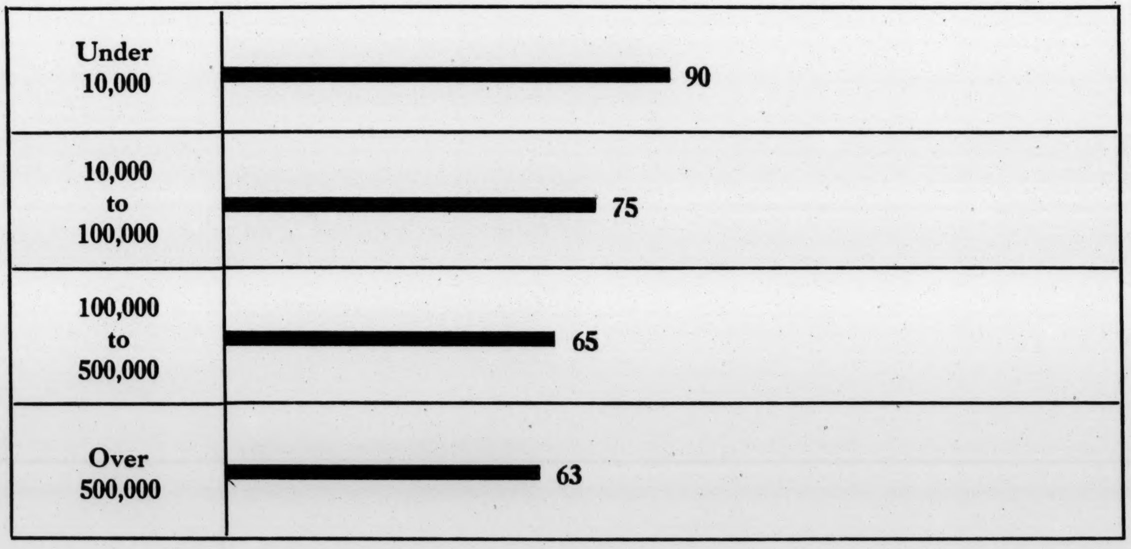
Section of Country



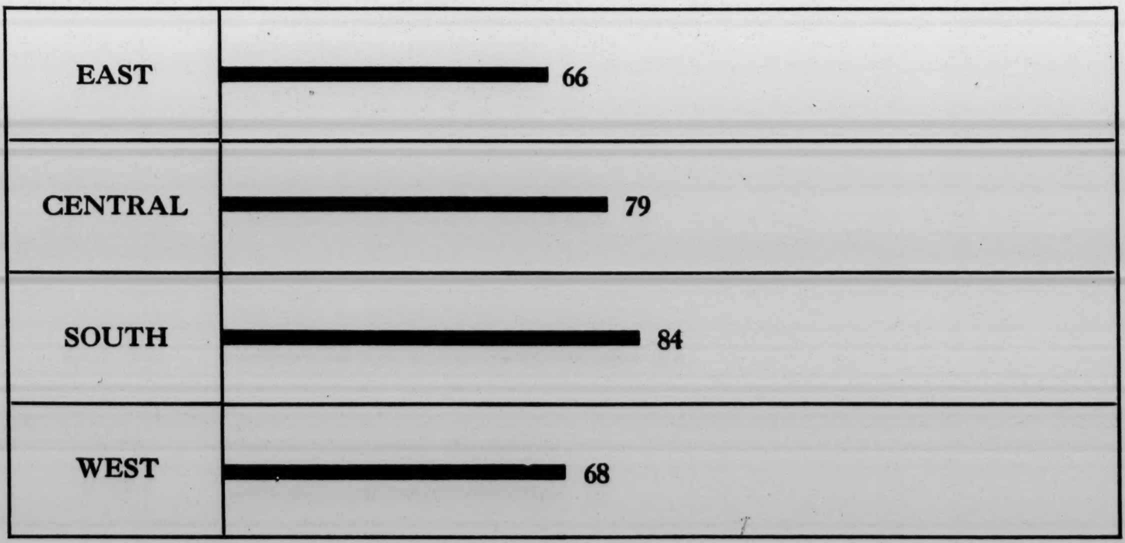
Rating by Groups

October, 1940

Size of Community



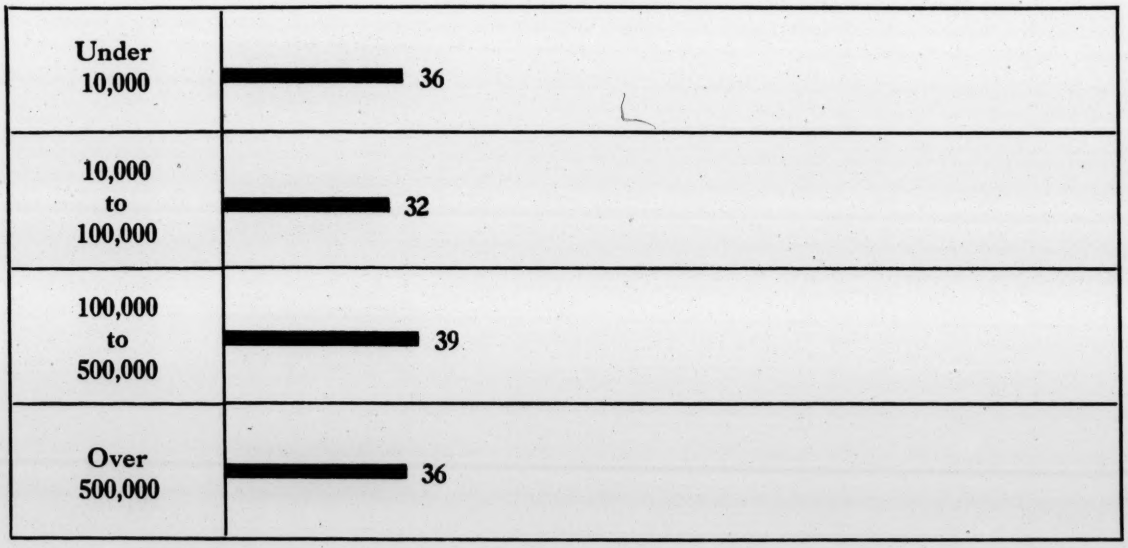
Section of Country



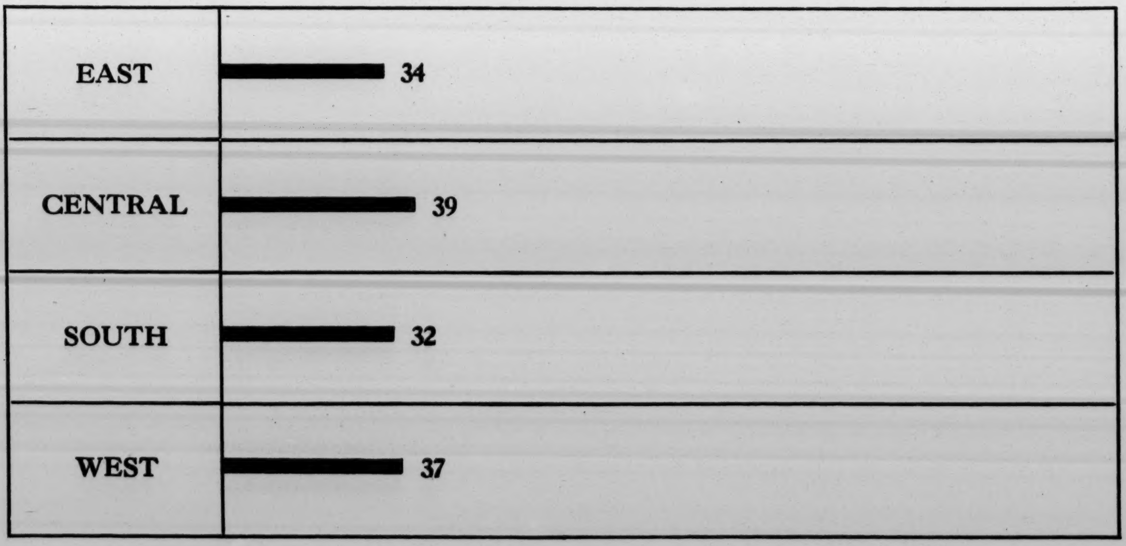
Rating by Groups

October, 1940

Size of Community



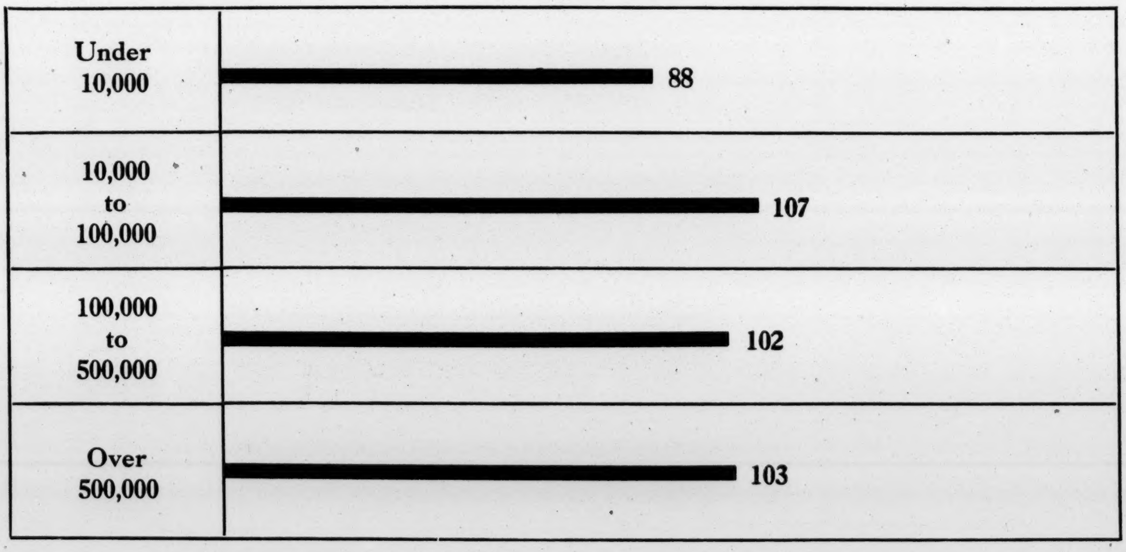
Section of Country



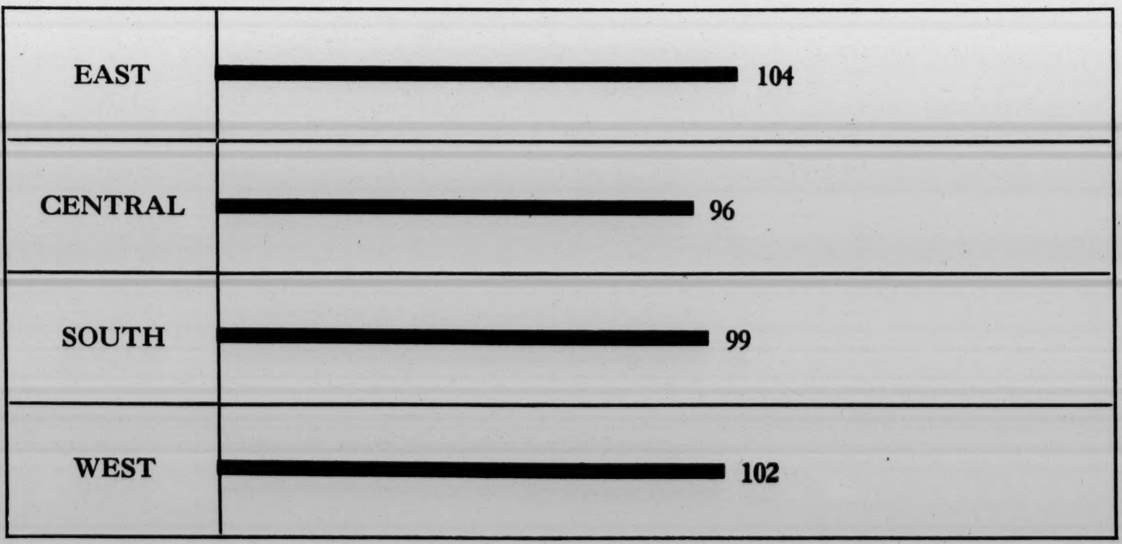
Rating by Groups

October, 1940

Size of Community



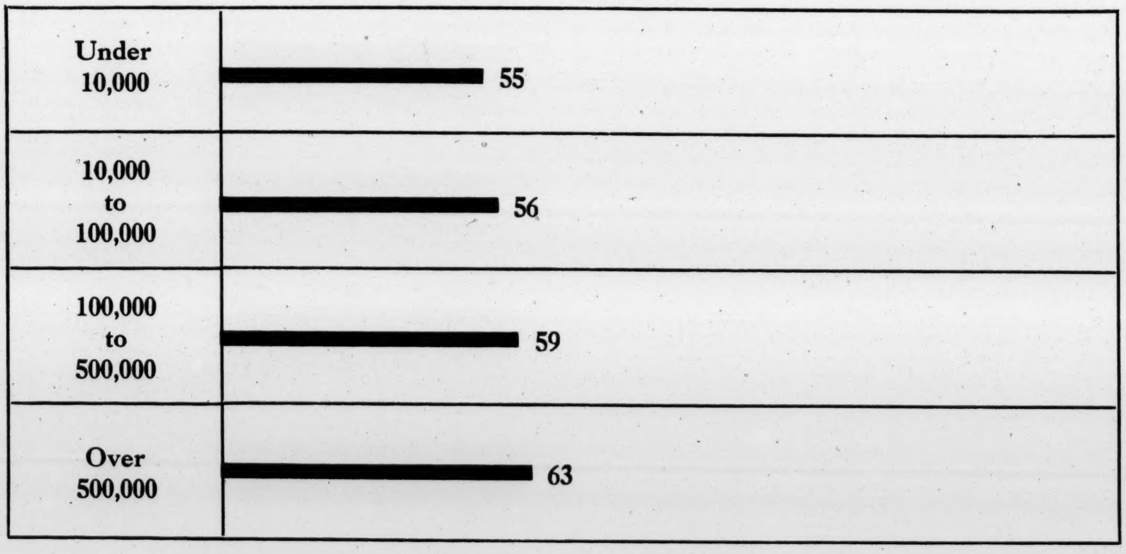
Section of Country



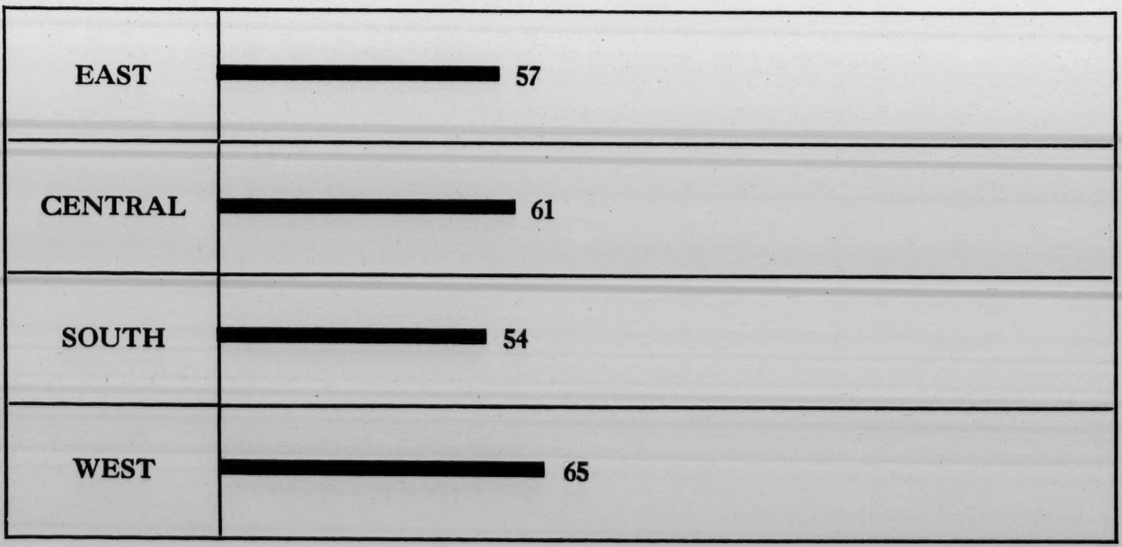
Rating by Groups

October, 1940

Size of Community



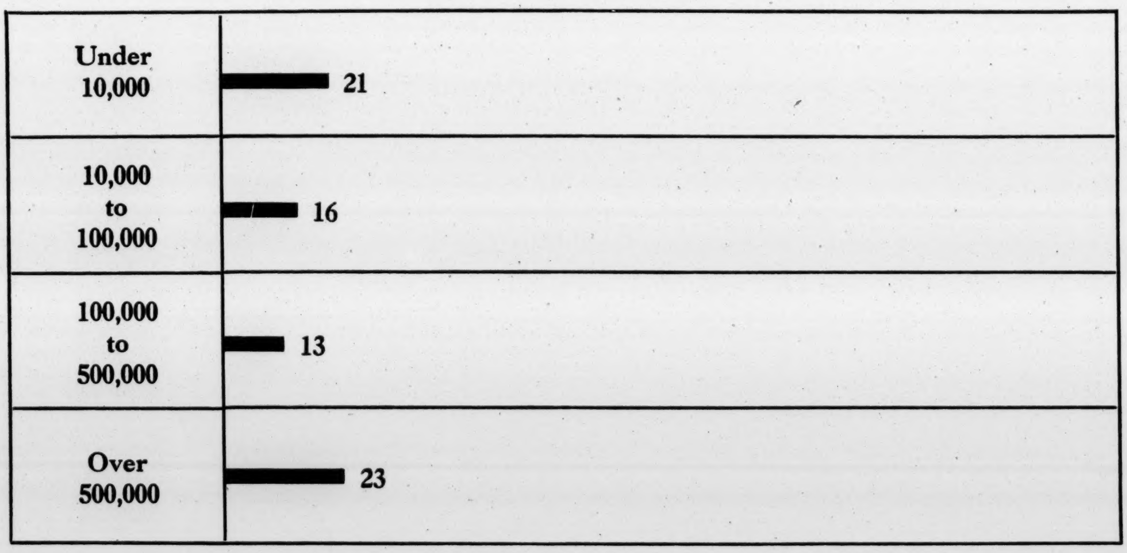
Section of Country



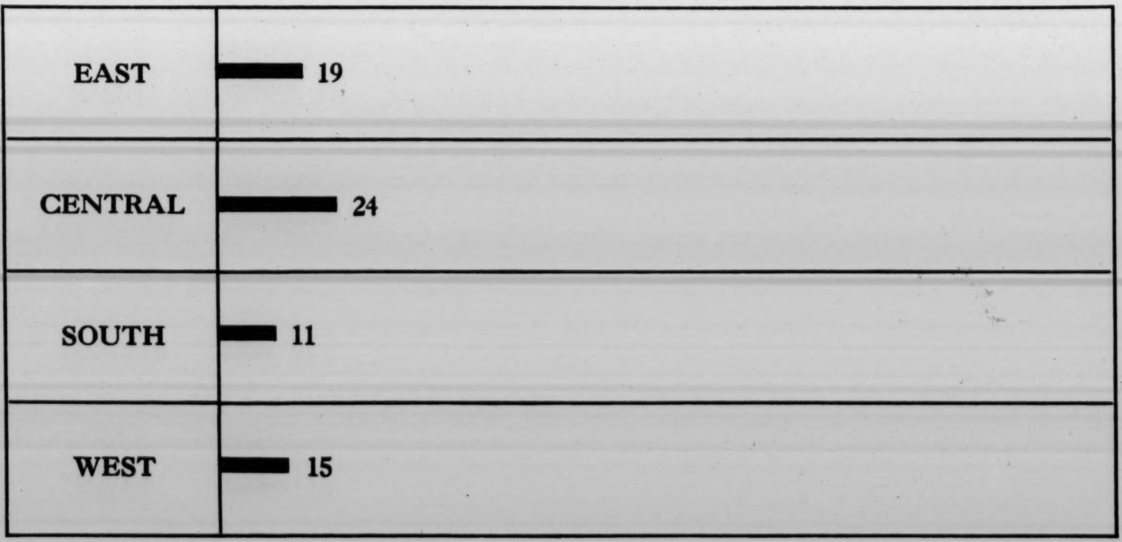
Rating by Groups

October, 1940

Size of Community



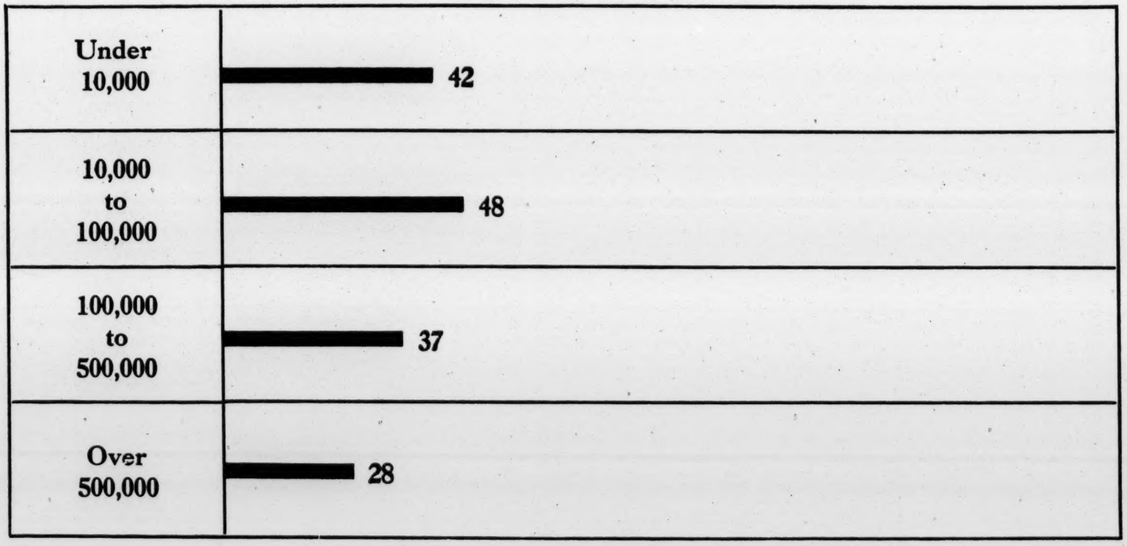
Section of Country



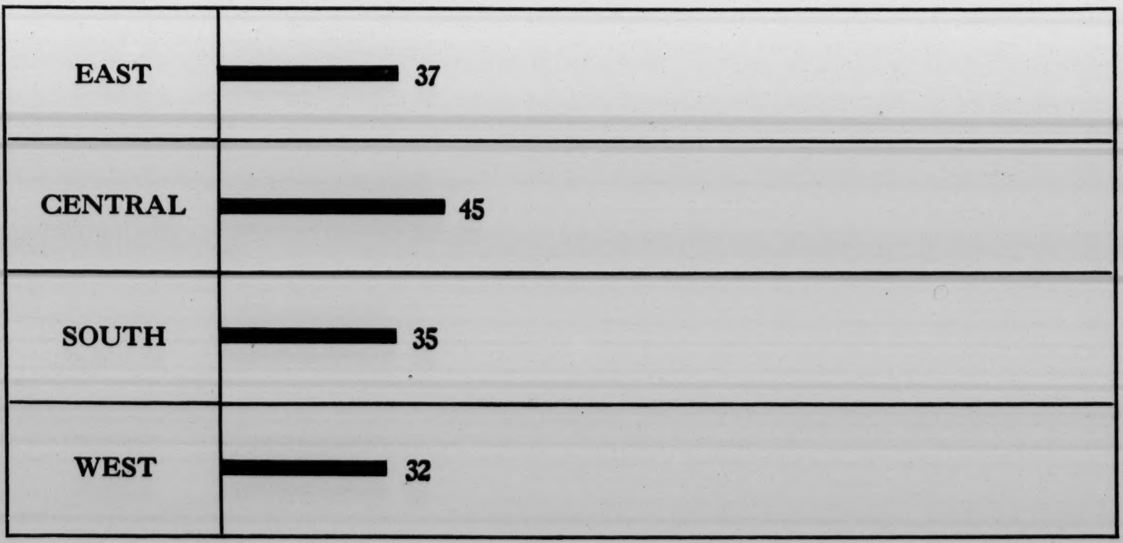
Rating by Groups

October, 1940

Size of Community



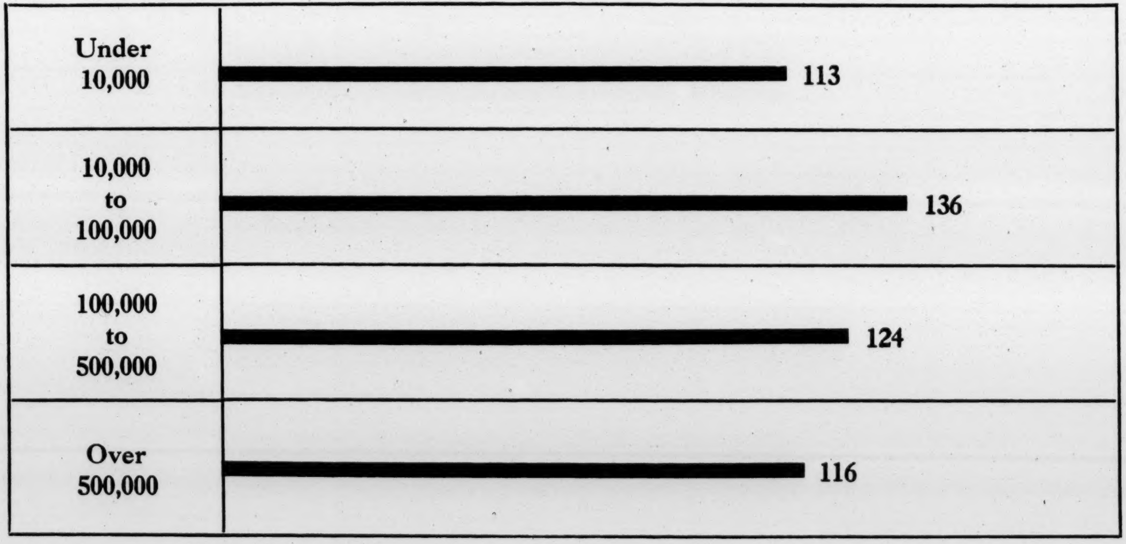
Section of Country



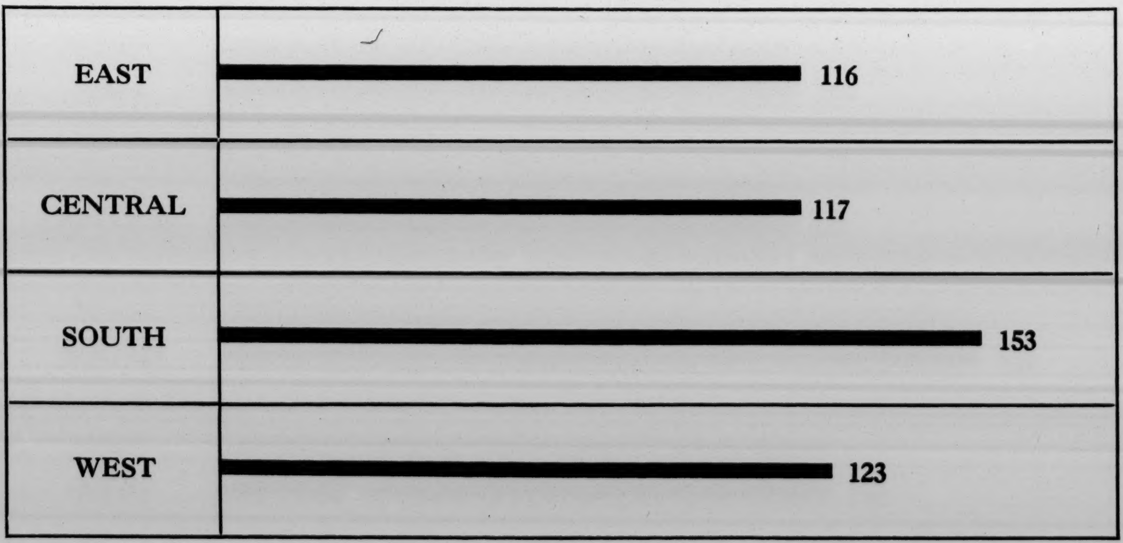
Rating by Groups

October, 1940

Size of Community



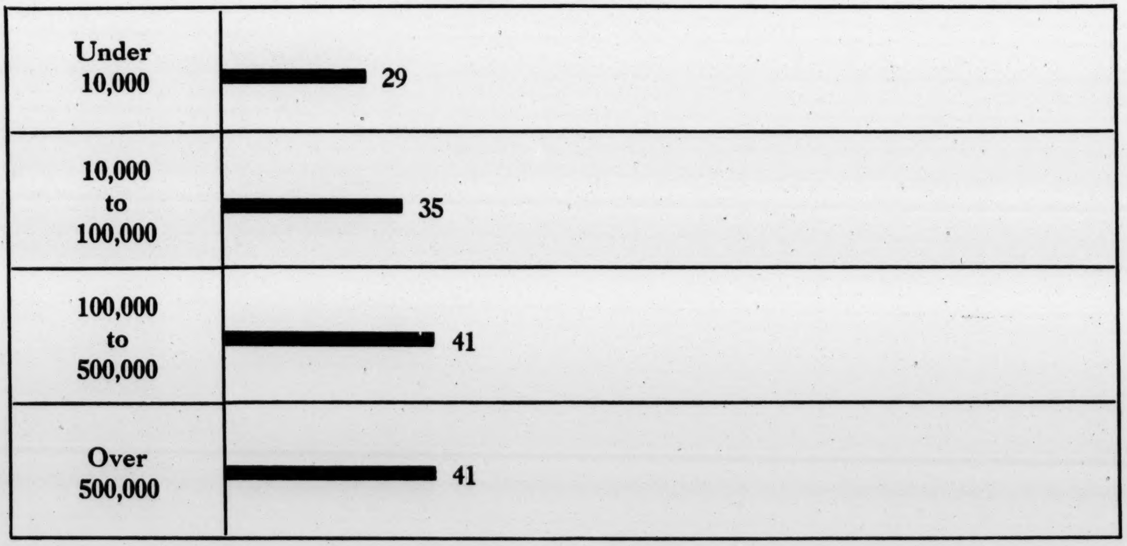
Section of Country



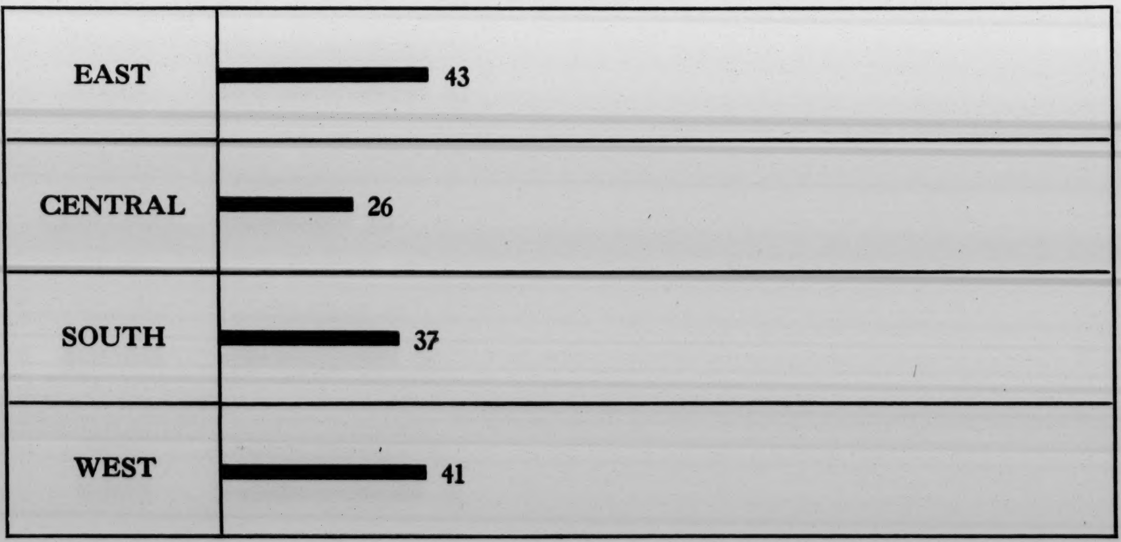
Rating by Groups

October, 1940

Size of Community



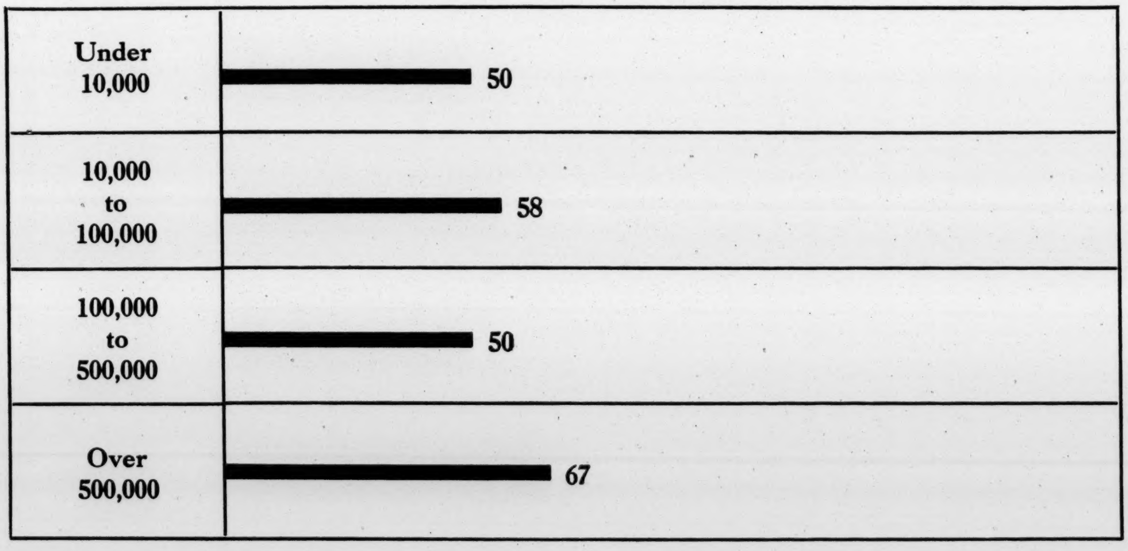
Section of Country



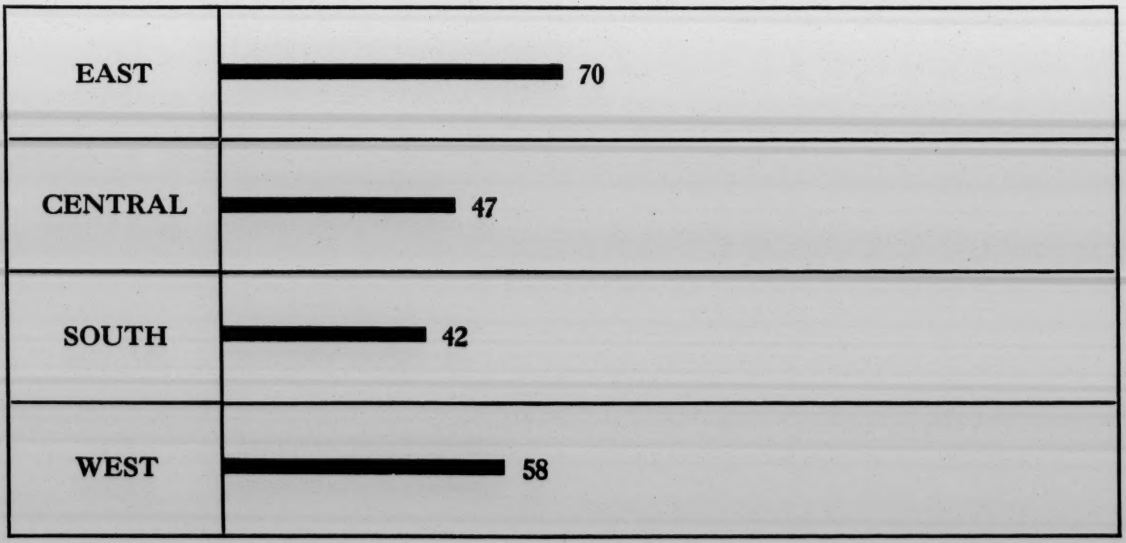
Rating by Groups

October, 1940

Size of Community



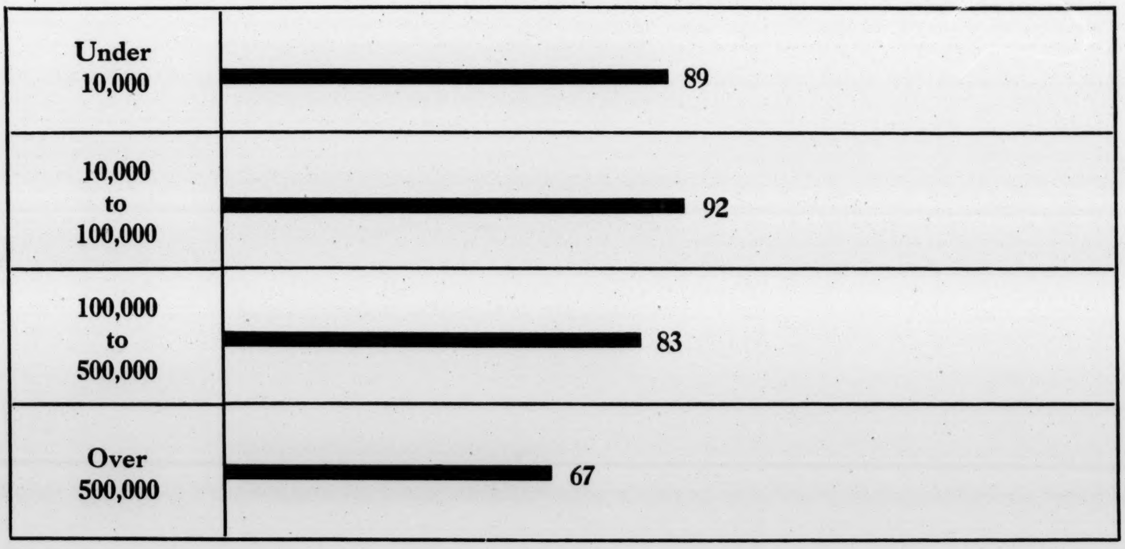
Section of Country



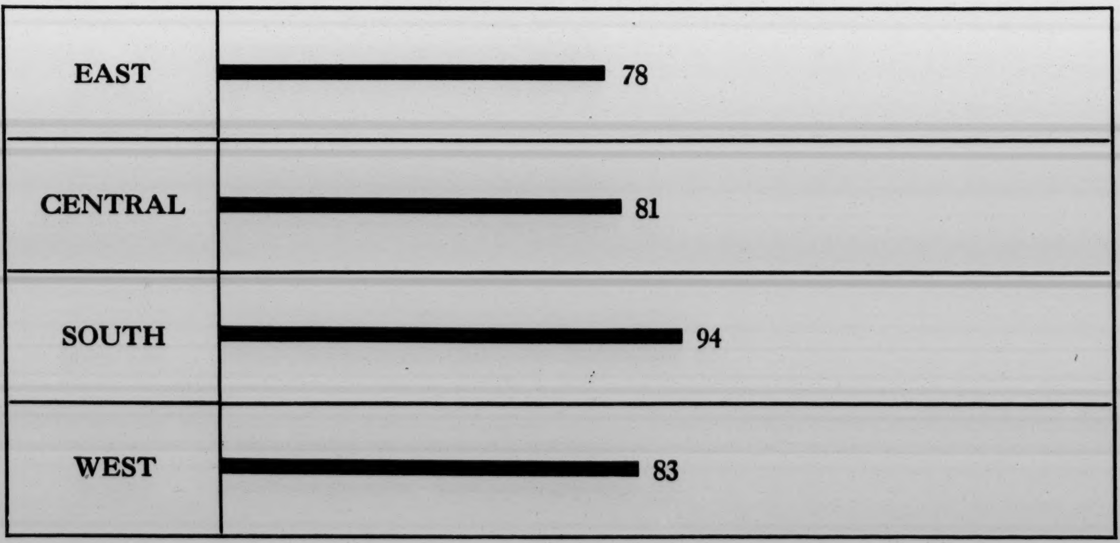
Rating by Groups

October, 1940

Size of Community



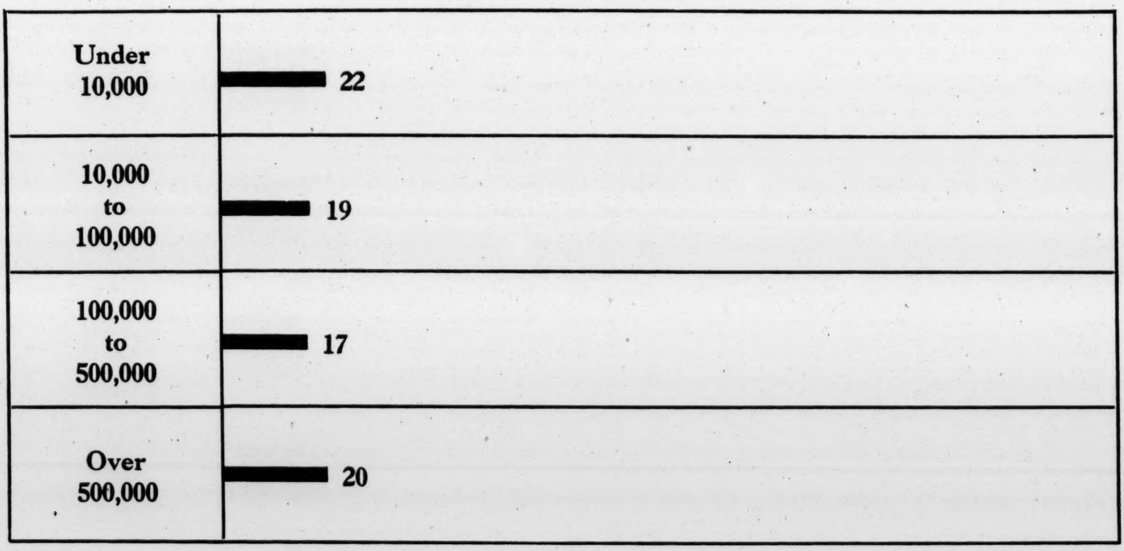
Section of Country



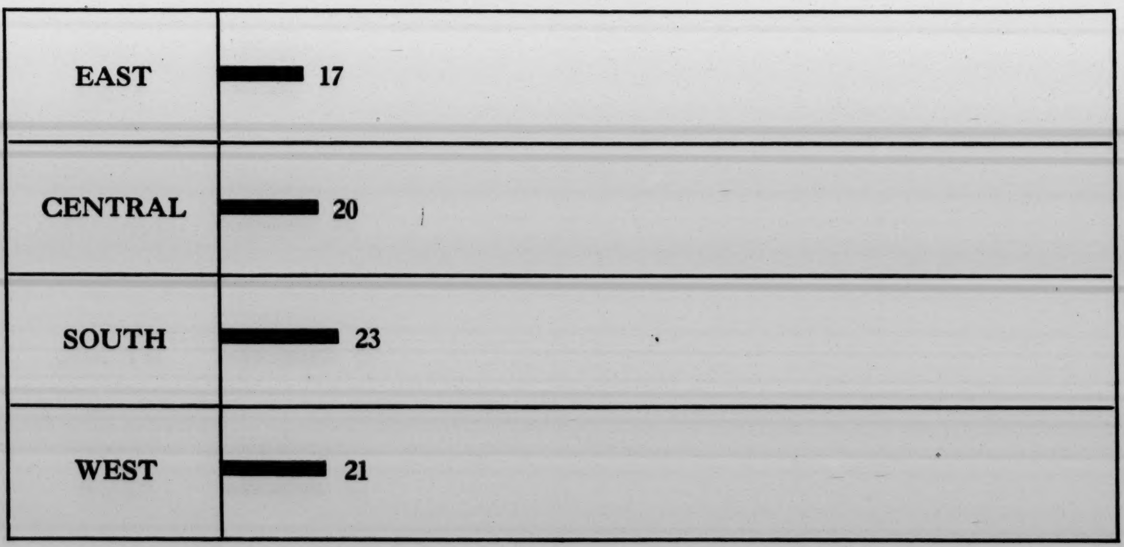
Rating by Groups

October, 1940

Size of Community



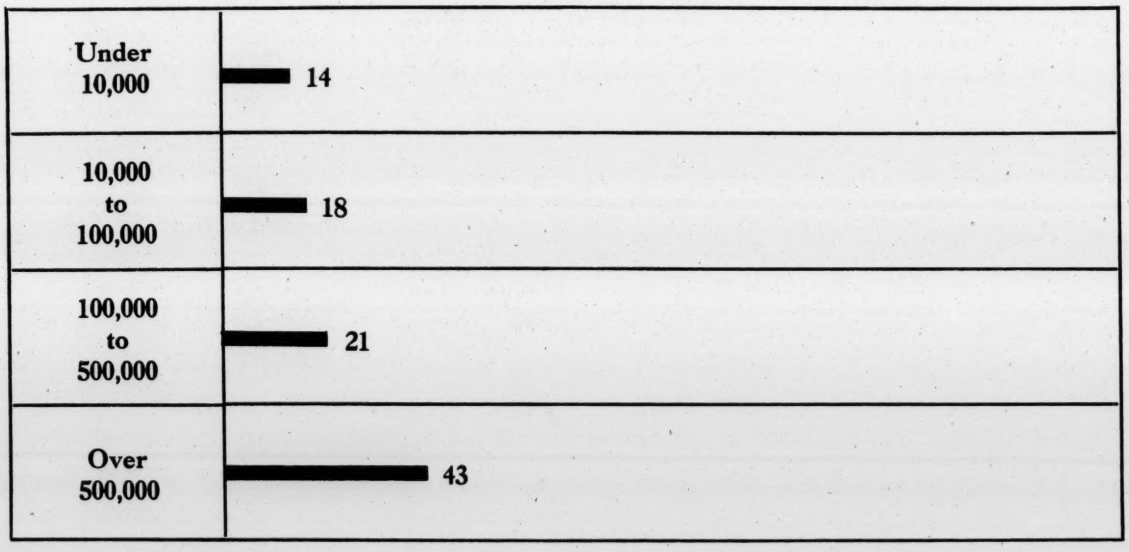
Section of Country



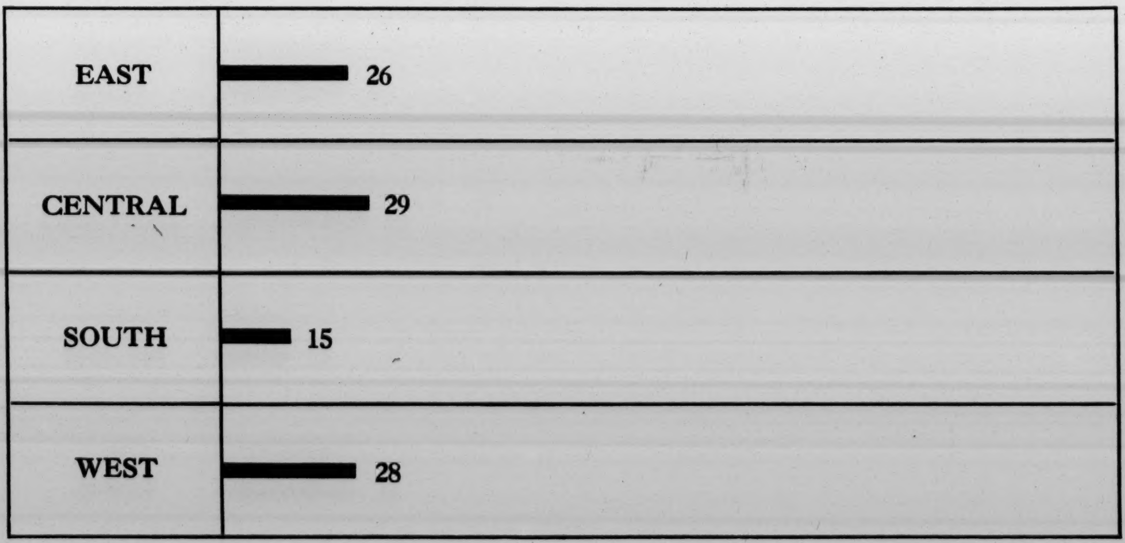
Rating by Groups

October, 1940

Size of Community



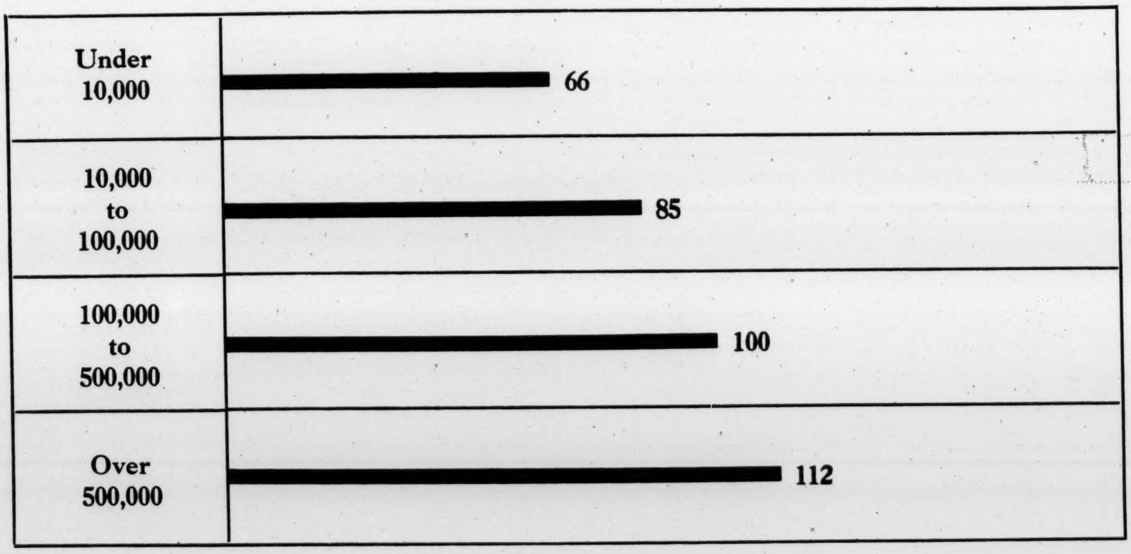
Section of Country



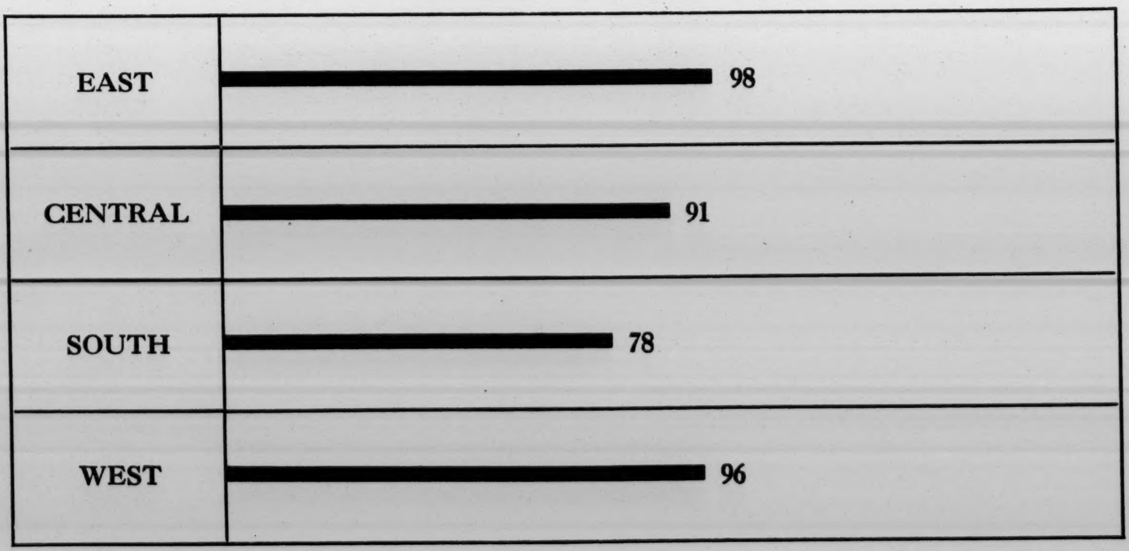
Rating by Groups

October, 1940

Size of Community



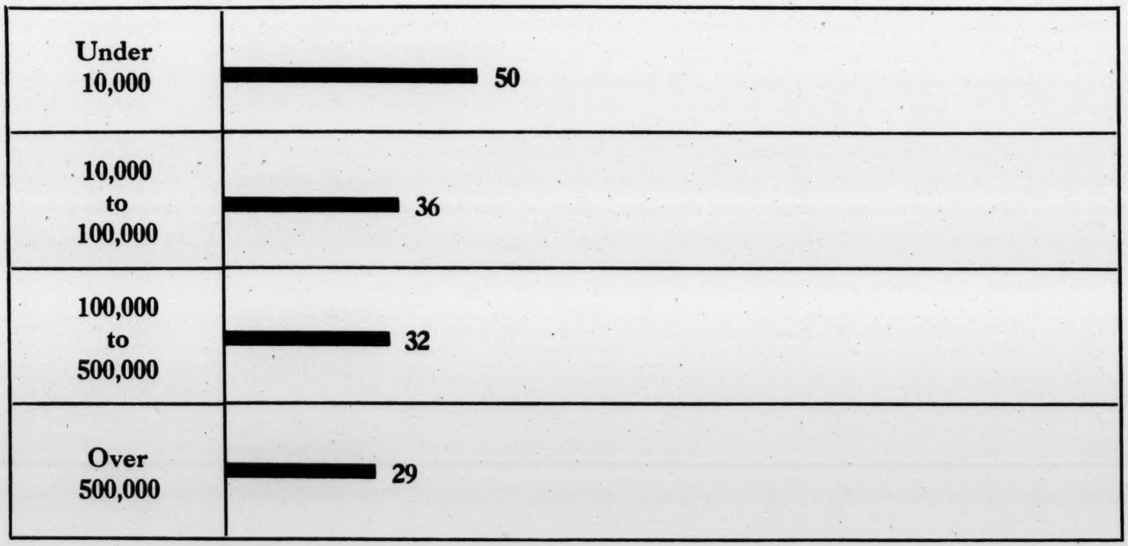
Section of Country



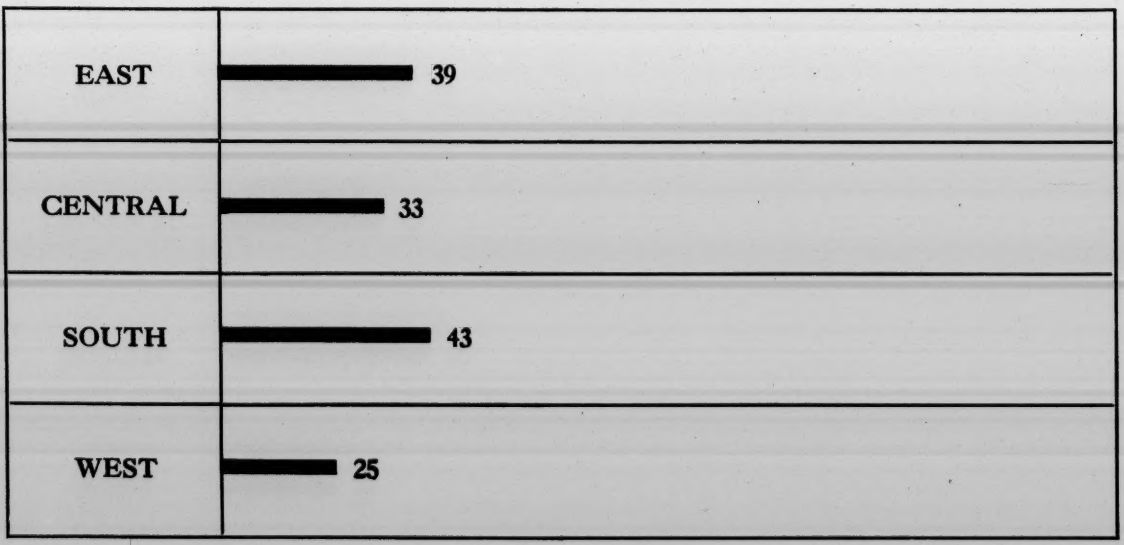
Rating by Groups

October, 1940

Size of Community



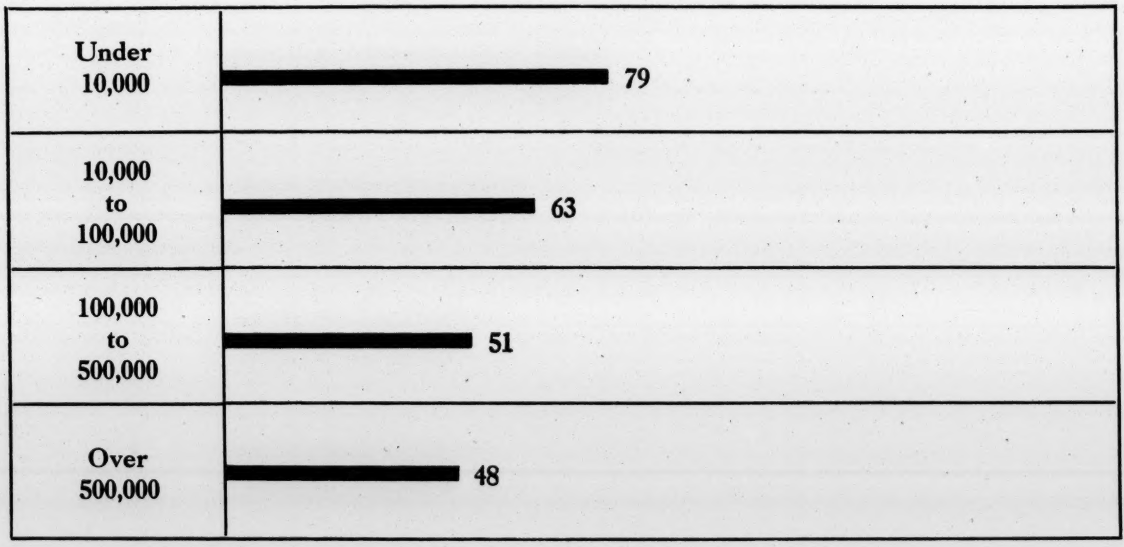
Section of Country



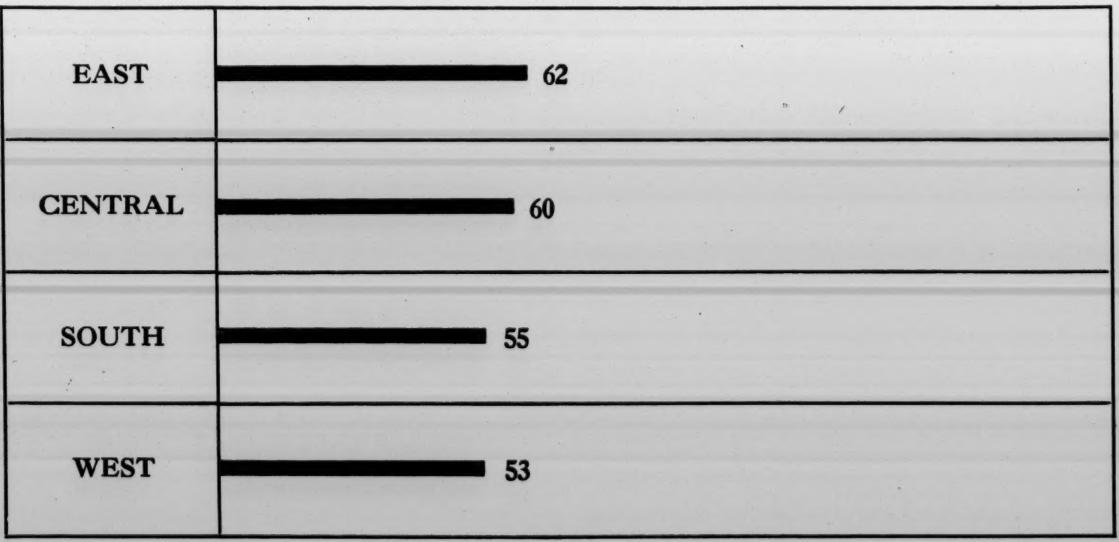
Rating by Groups

October, 1940

Size of Community



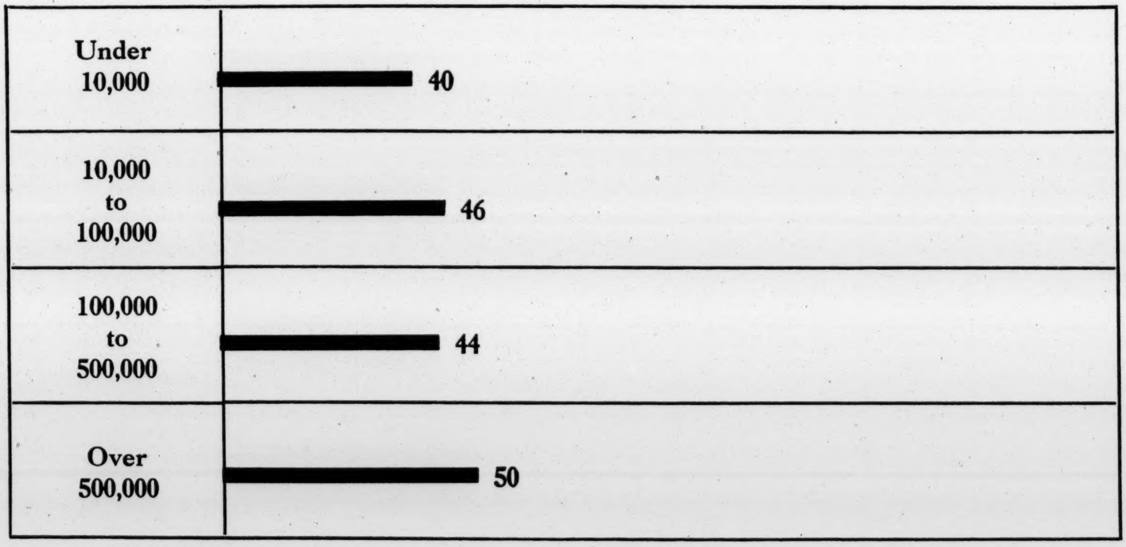
Section of Country



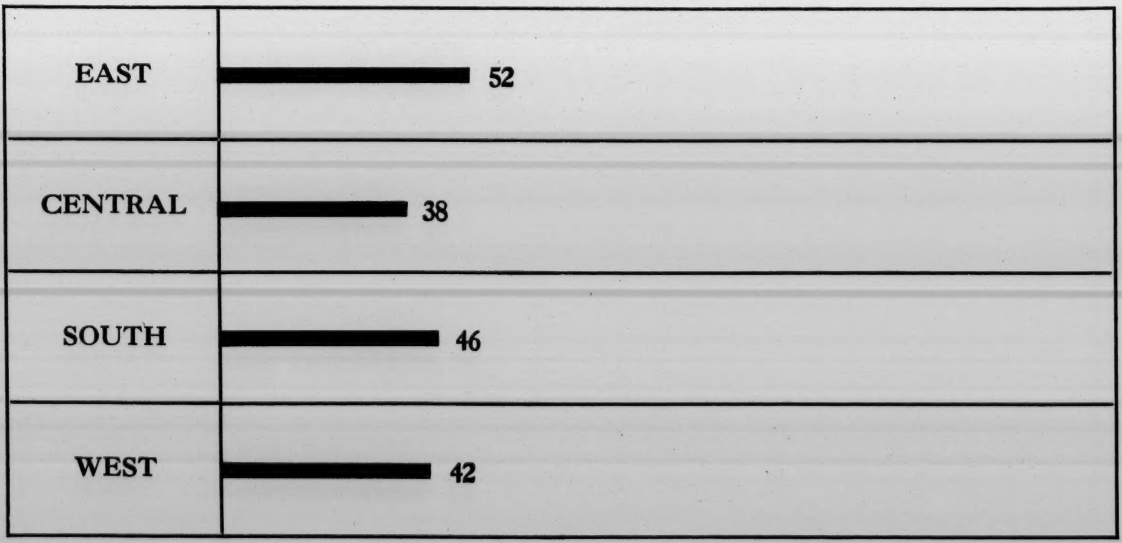
Rating by Groups

October, 1940

Size of Community



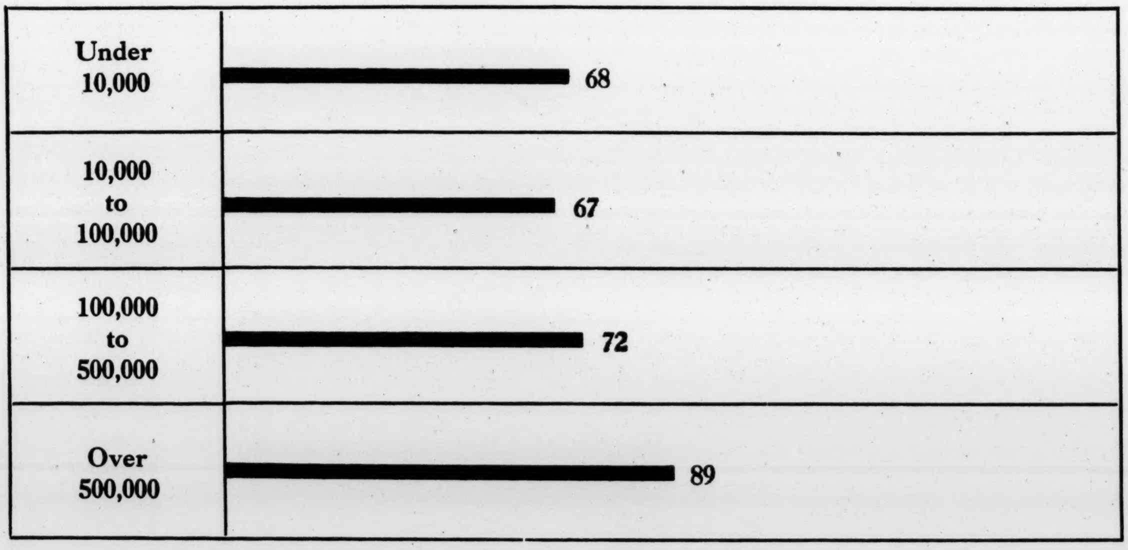
Section of Country



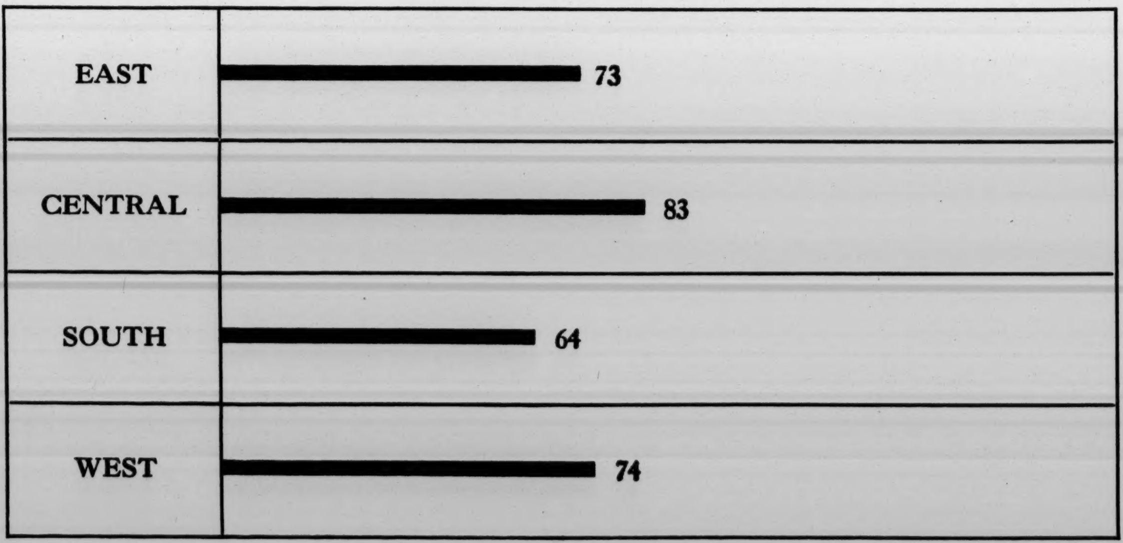
Rating by Groups

October, 1940

Size of Community



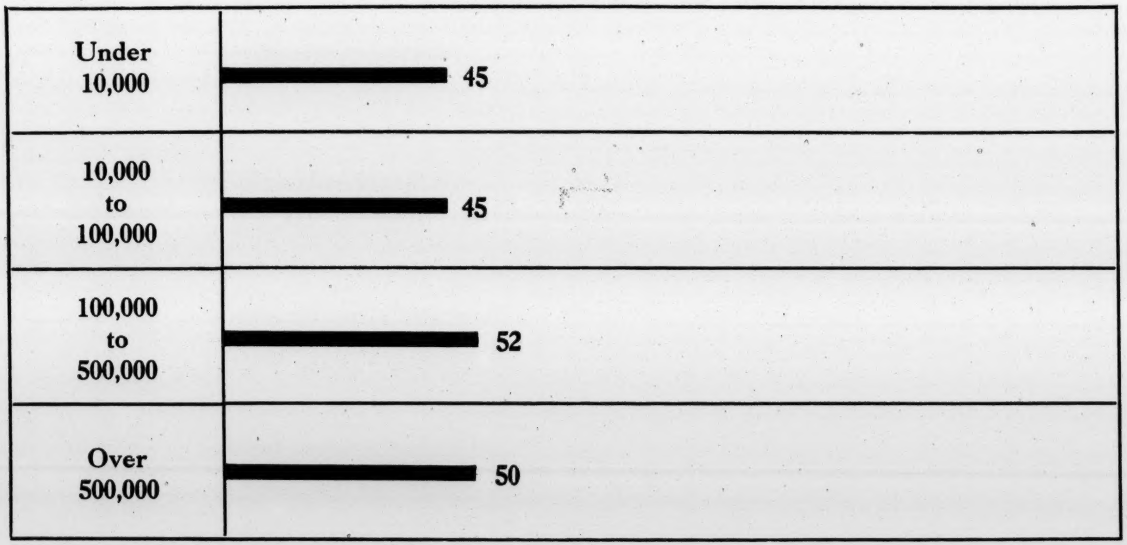
Section of Country



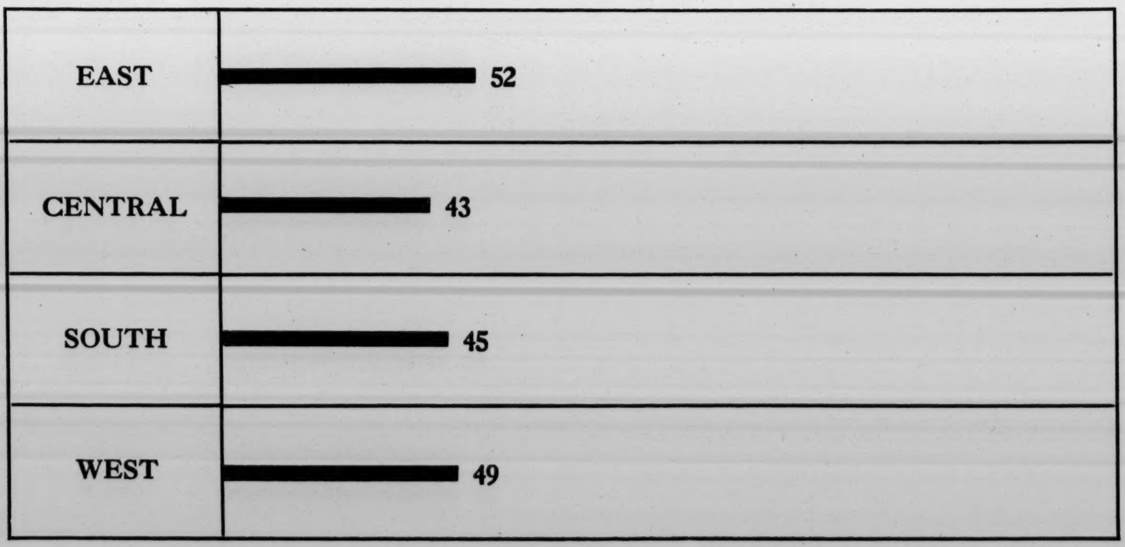
Rating by Groups

October, 1940

Size of Community



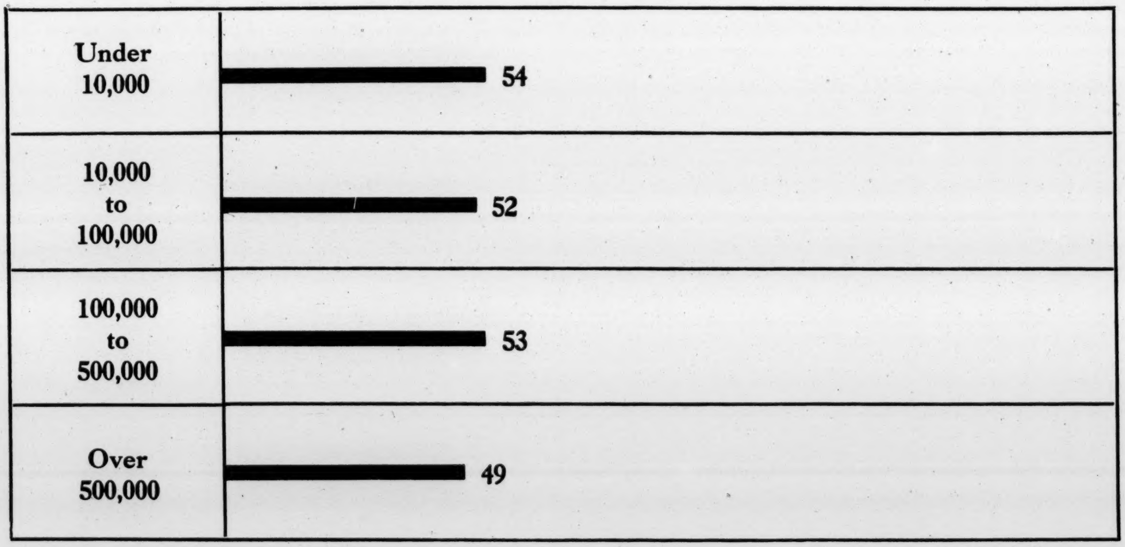
Section of Country



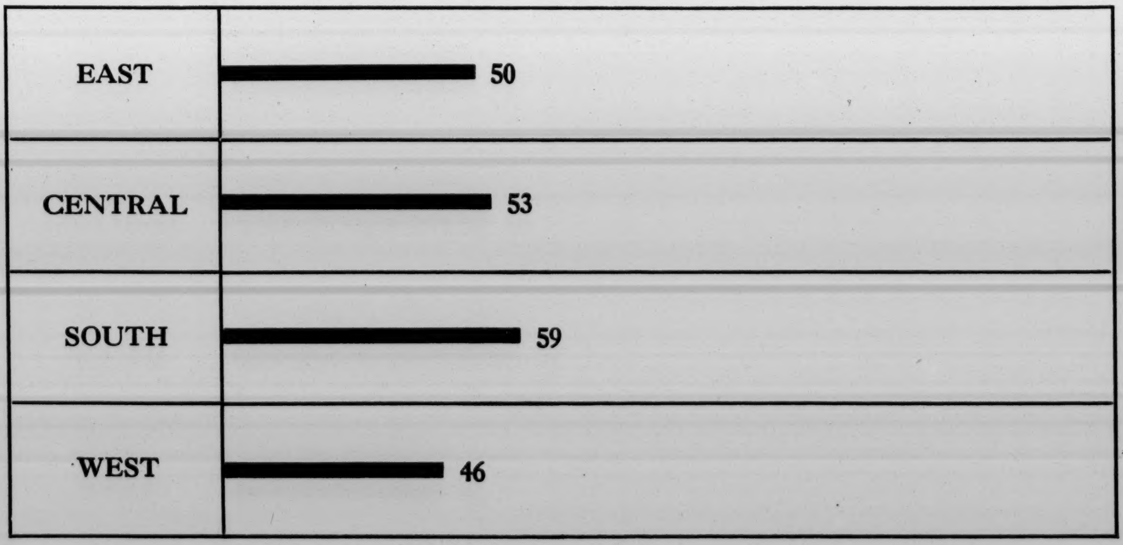
Rating by Groups

October, 1940

Size of Community



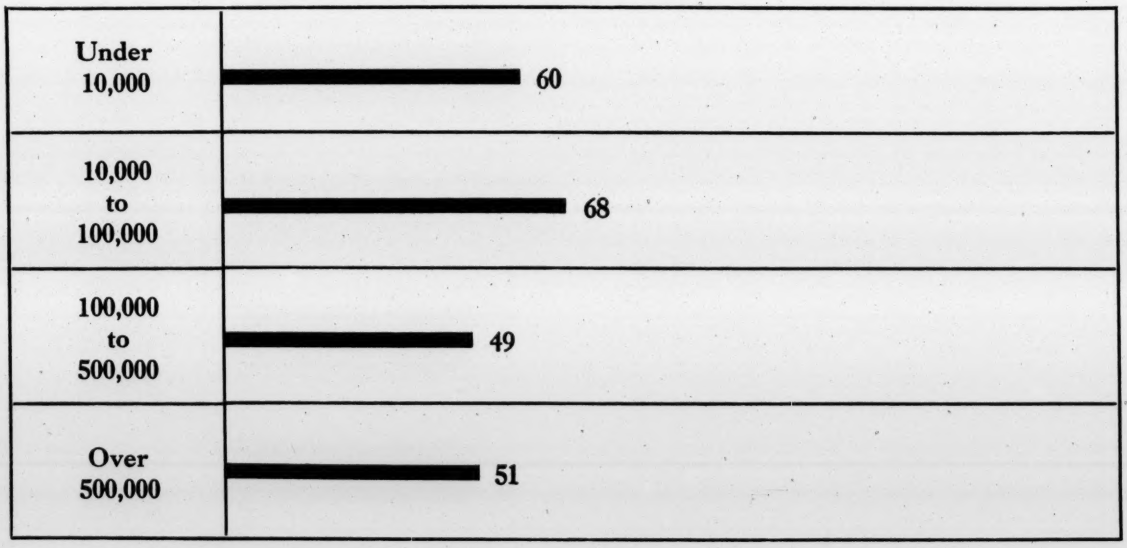
Section of Country



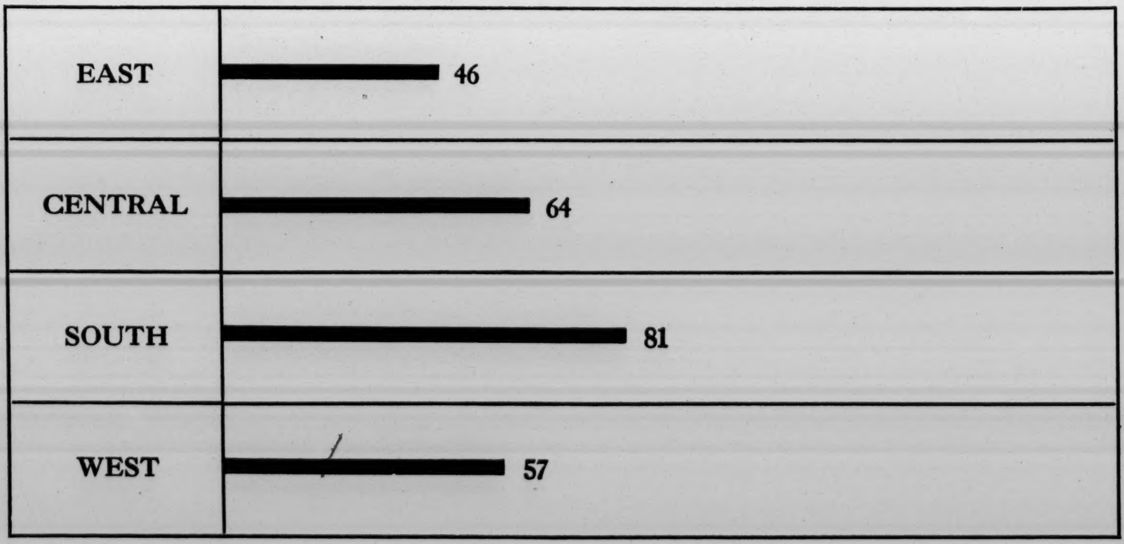
Rating by Groups

October, 1940

Size of Community



Section of Country

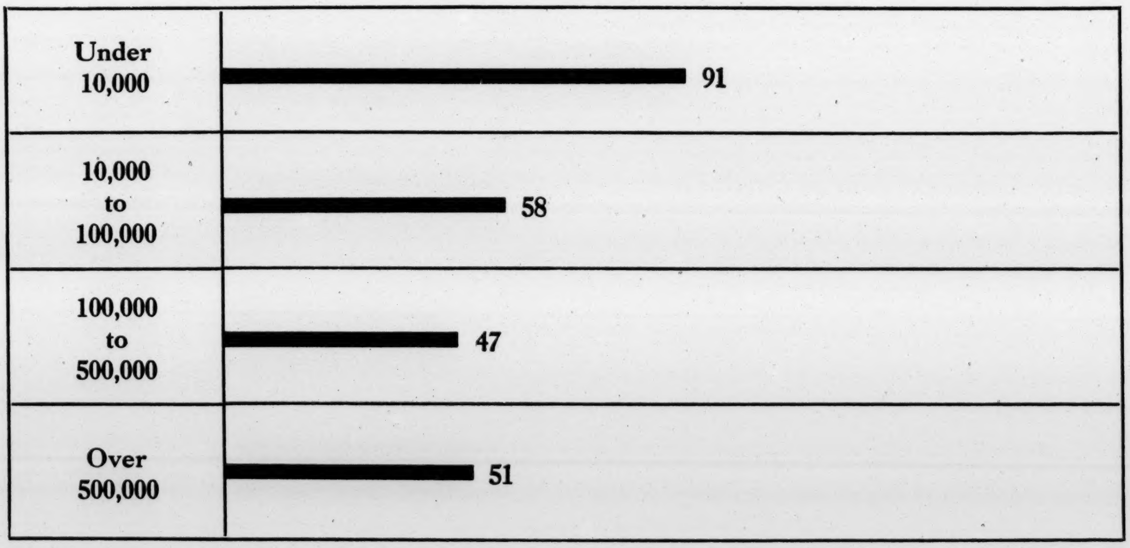


LANE, Priscilla

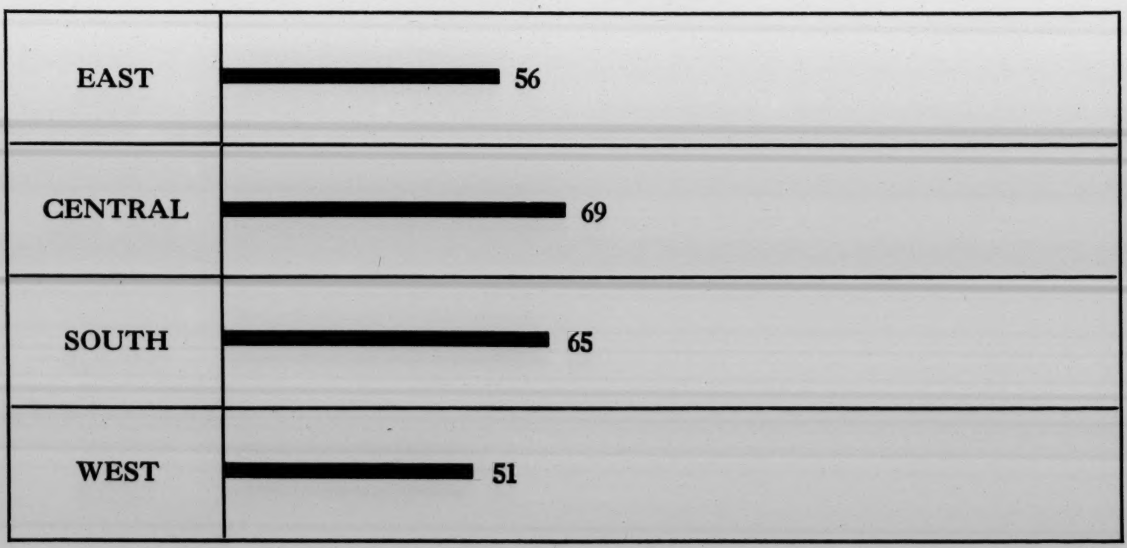
Rating by Groups

October, 1940

Size of Community



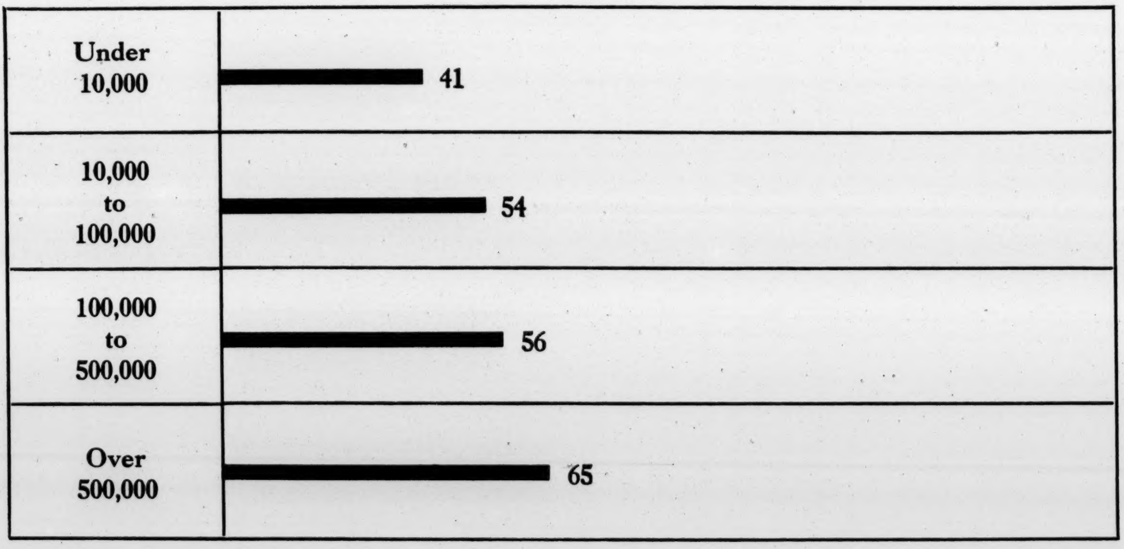
Section of Country



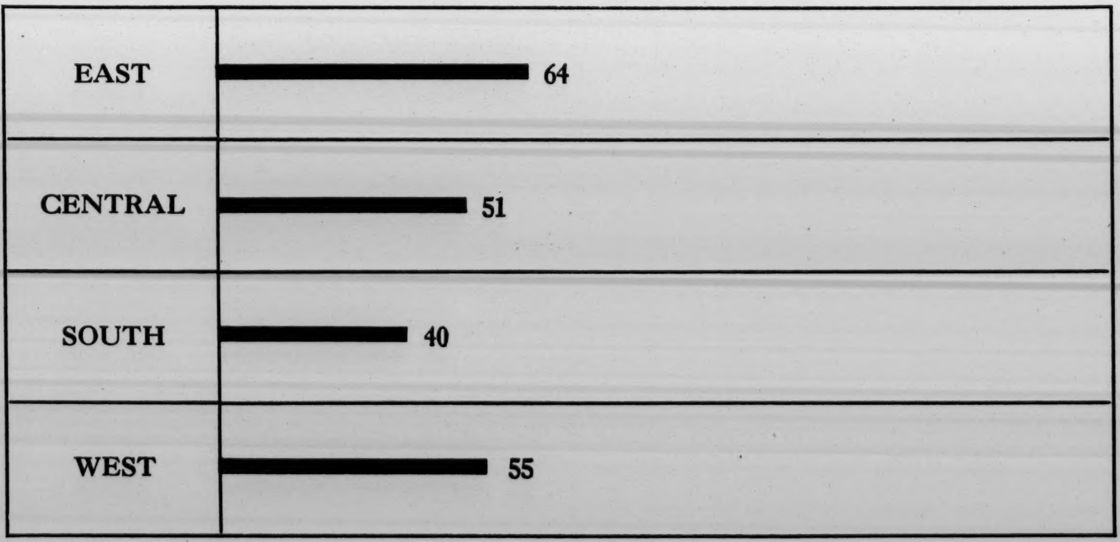
Rating by Groups

October, 1940

Size of Community



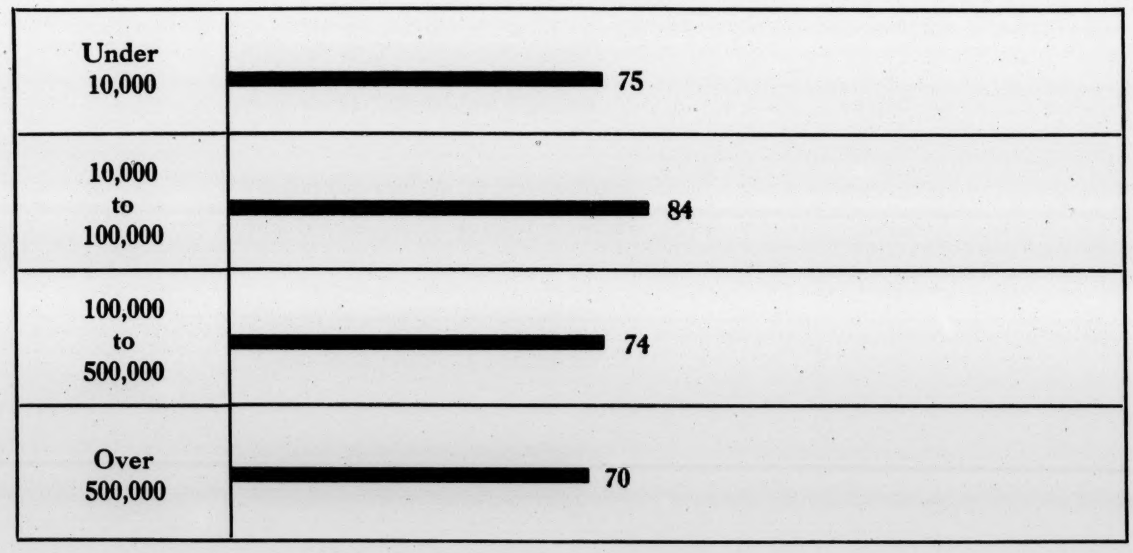
Section of Country



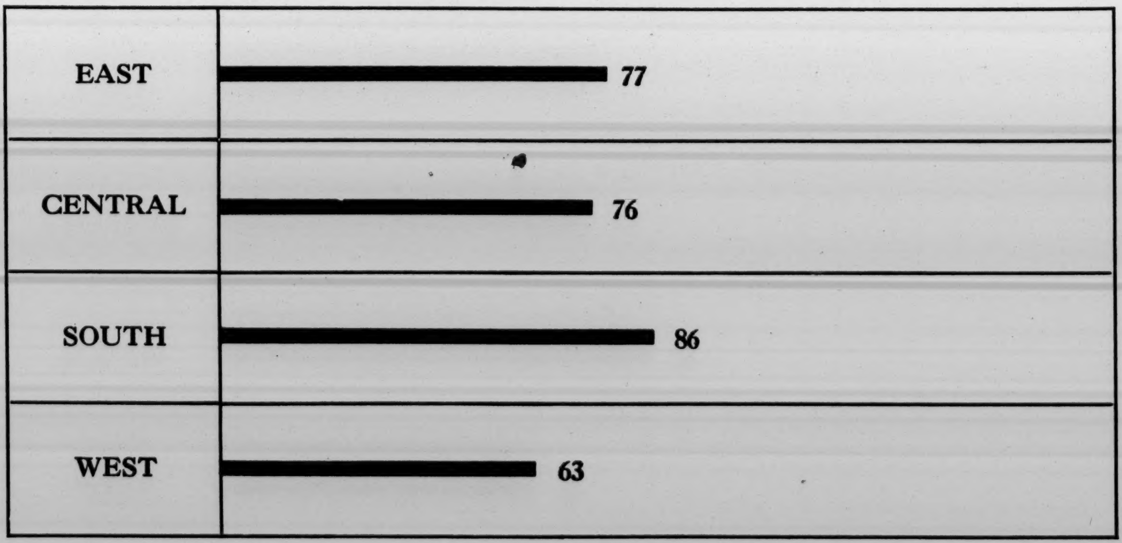
Rating by Groups

October, 1940

Size of Community



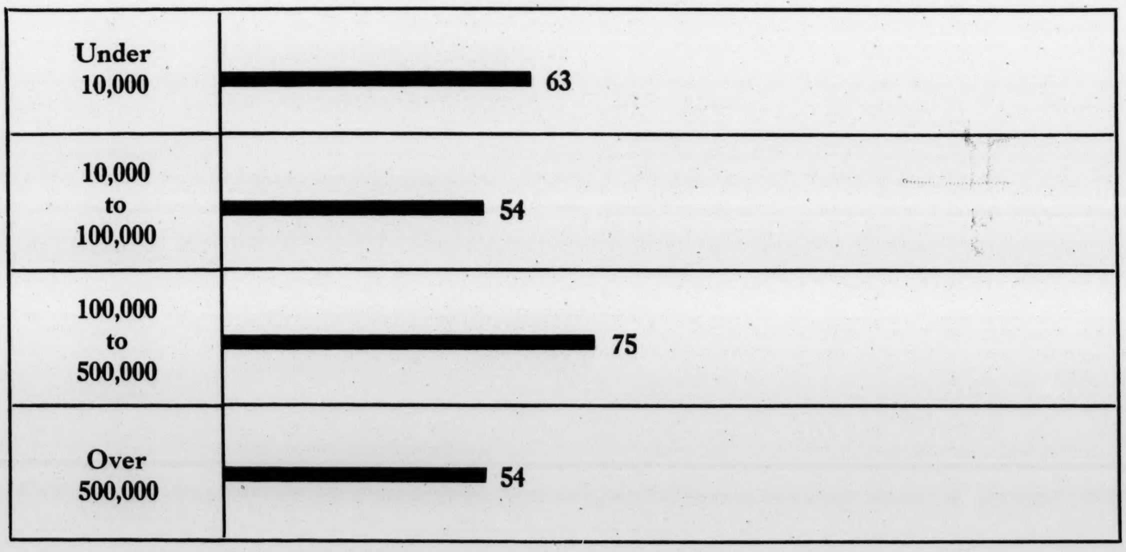
Section of Country



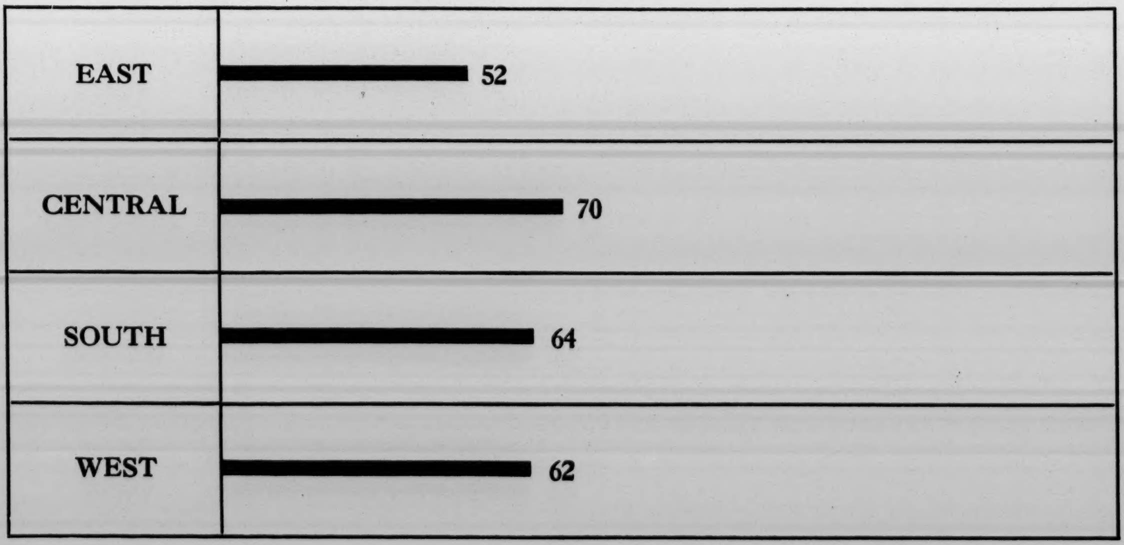
Rating by Groups

October, 1940

Size of Community



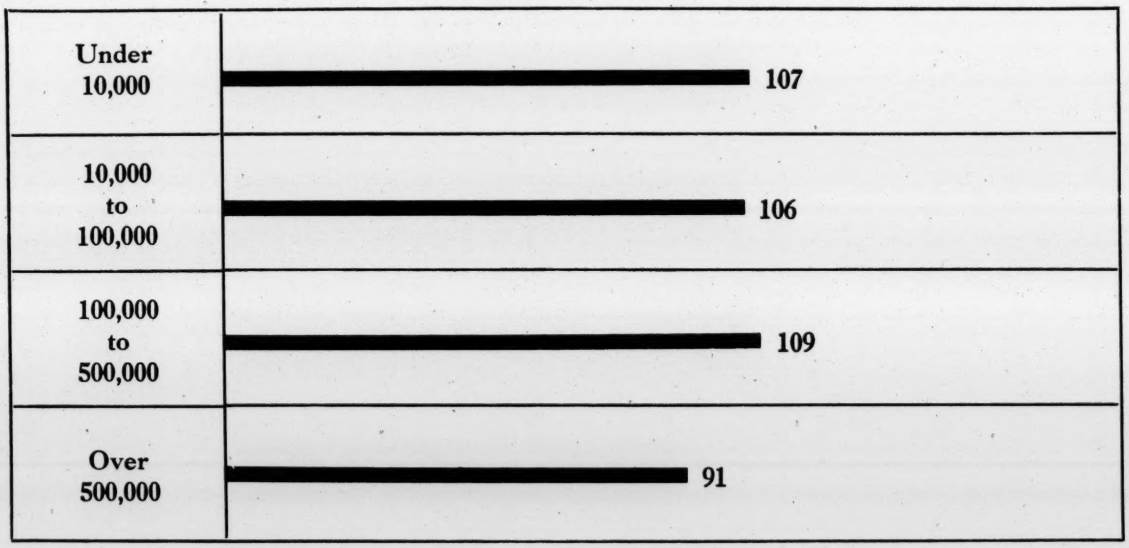
Section of Country



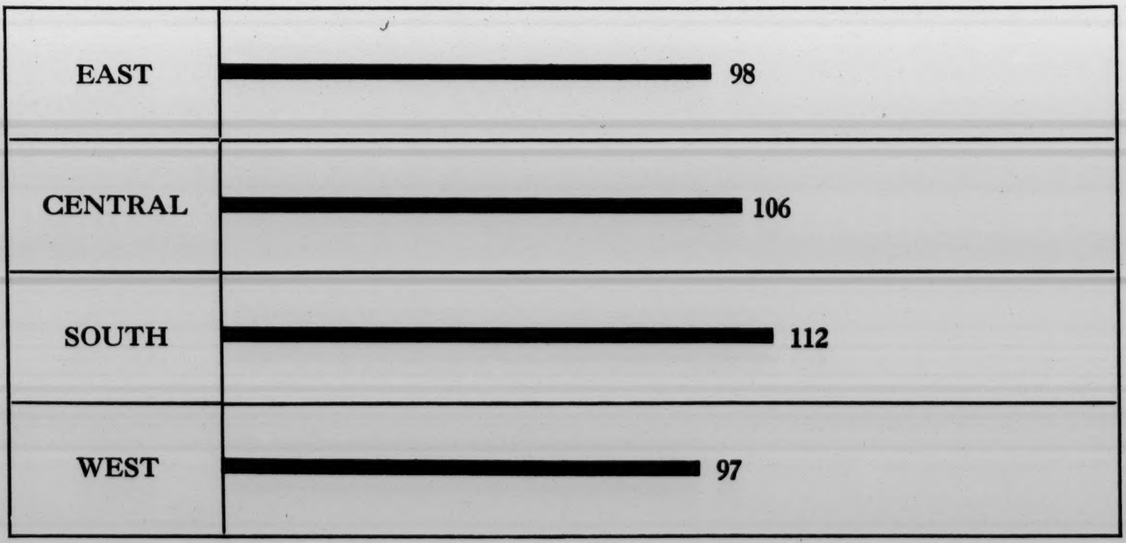
Rating by Groups

October, 1940

Size of Community



Section of Country

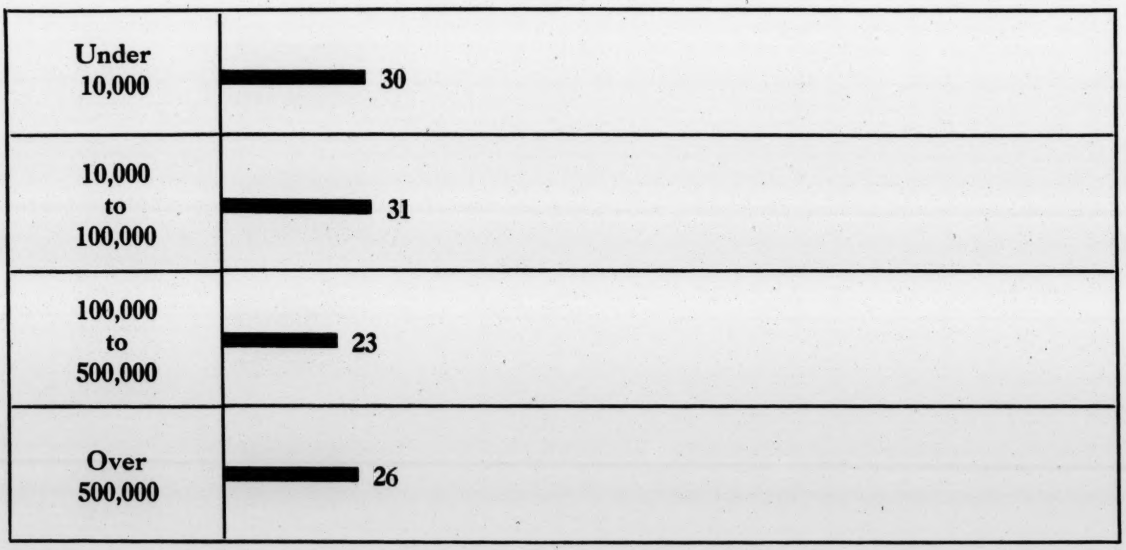


LYNN, Jeffrey

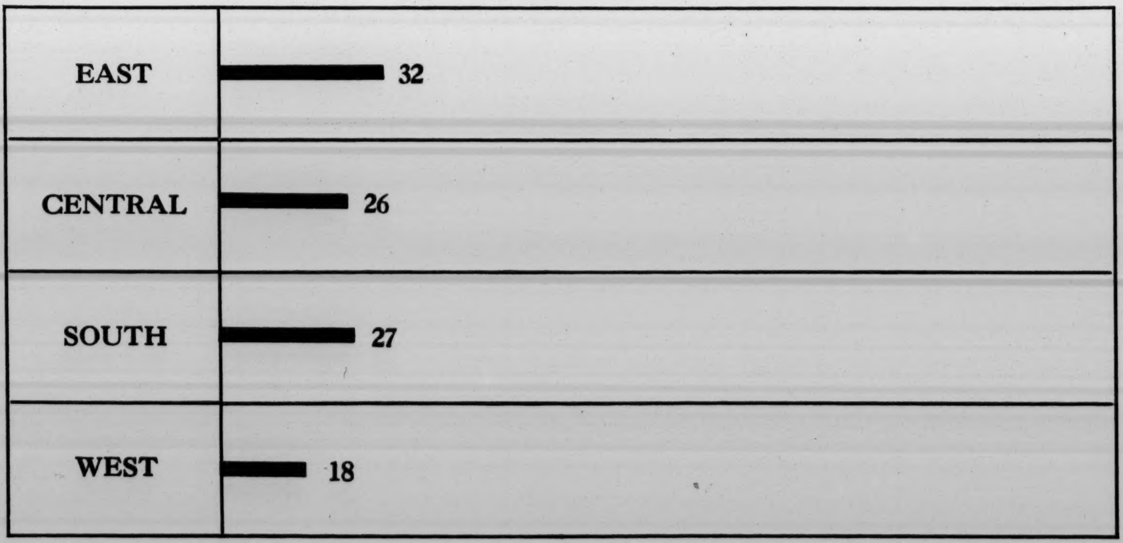
Rating by Groups

October, 1940

Size of Community



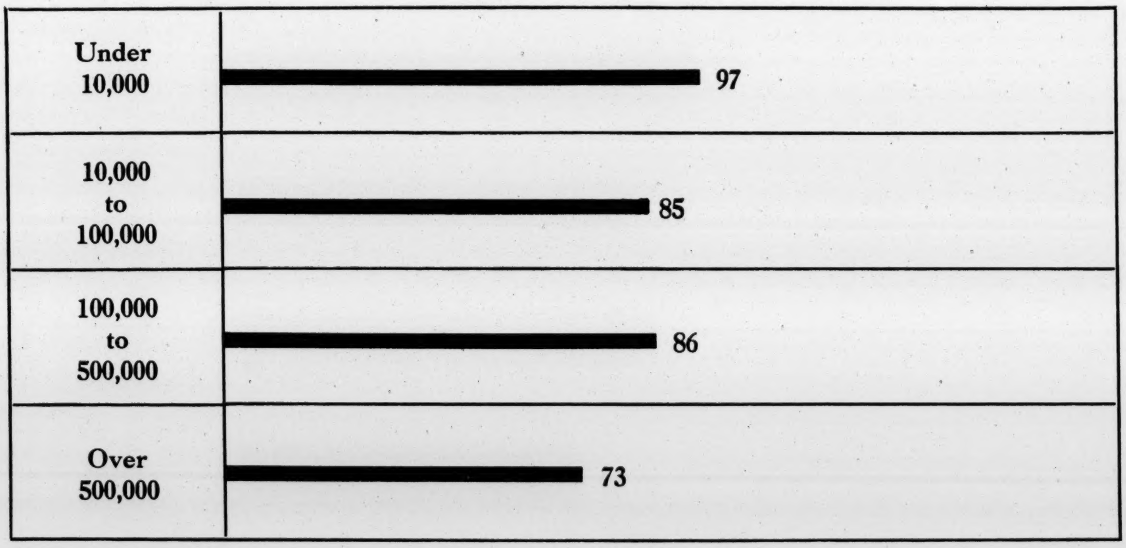
Section of Country



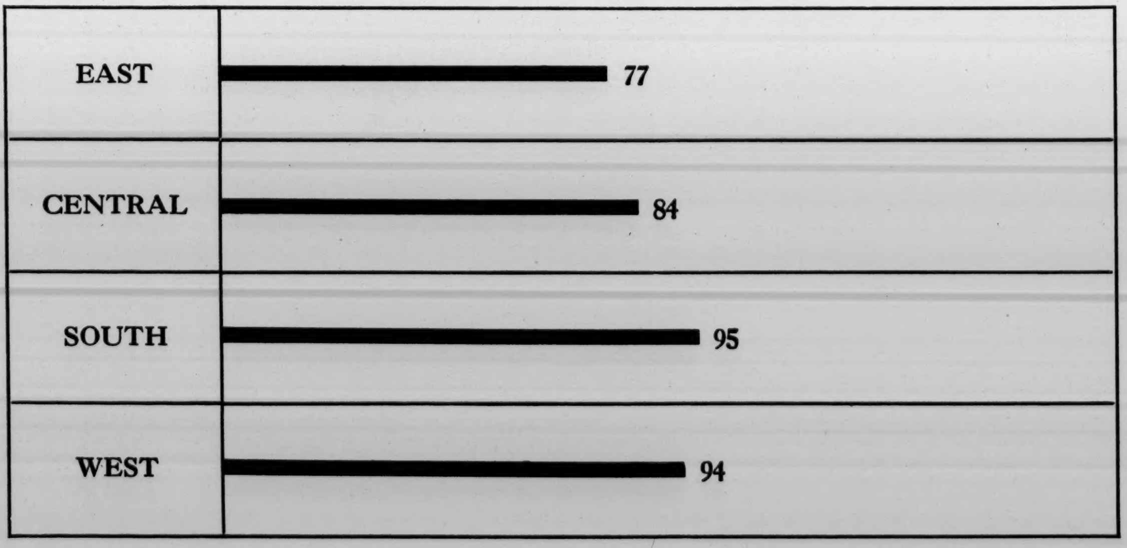
Rating by Groups

October, 1940

Size of Community



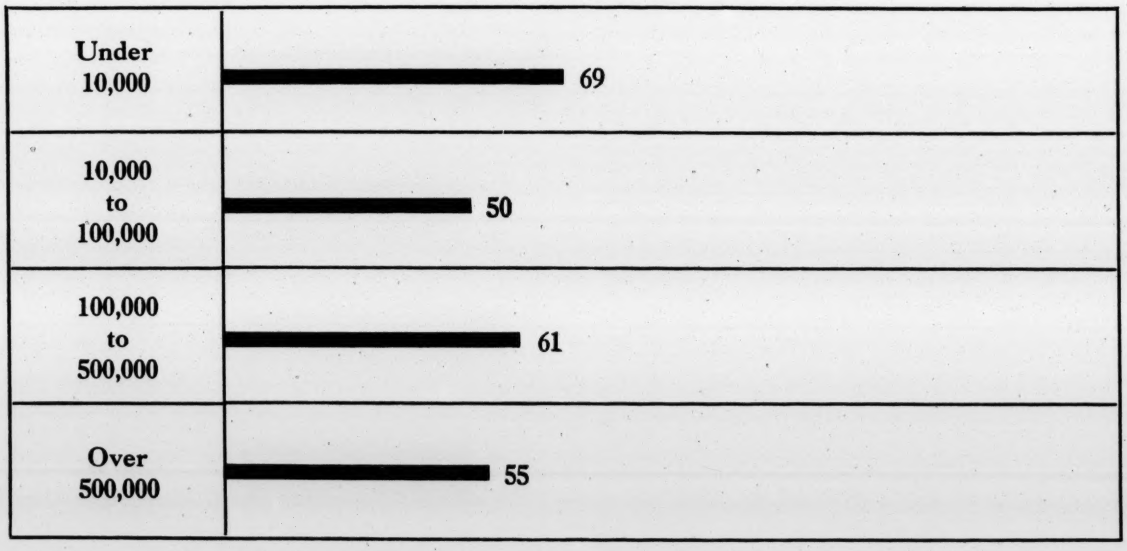
Section of Country



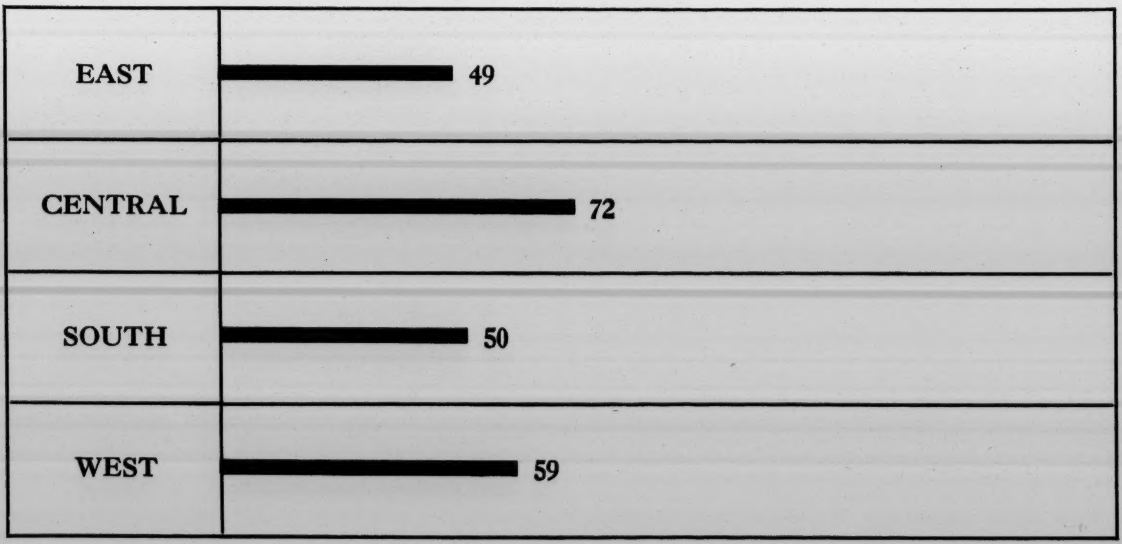
Rating by Groups

October, 1940

Size of Community



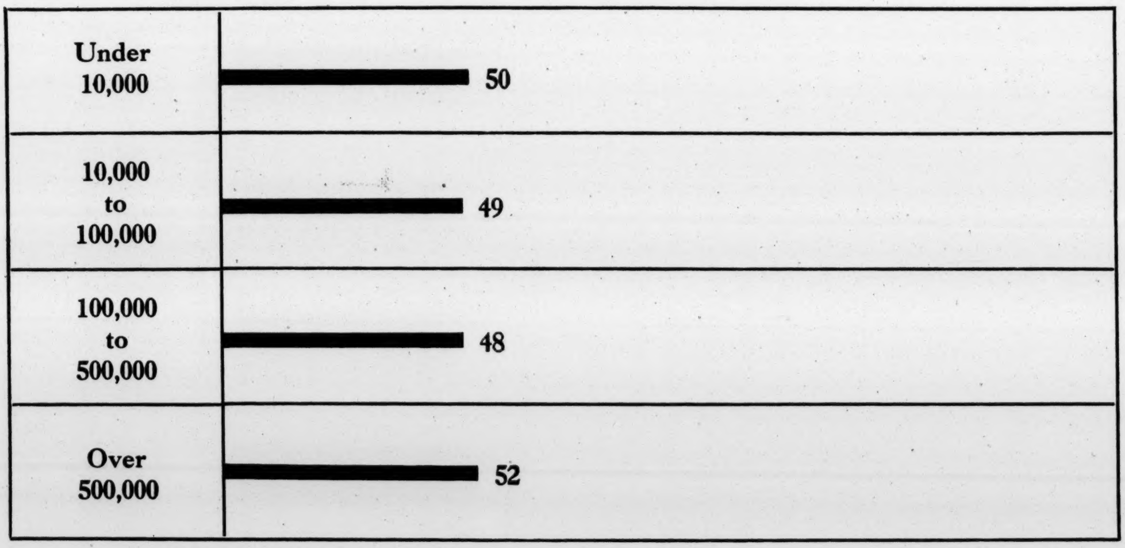
Section of Country



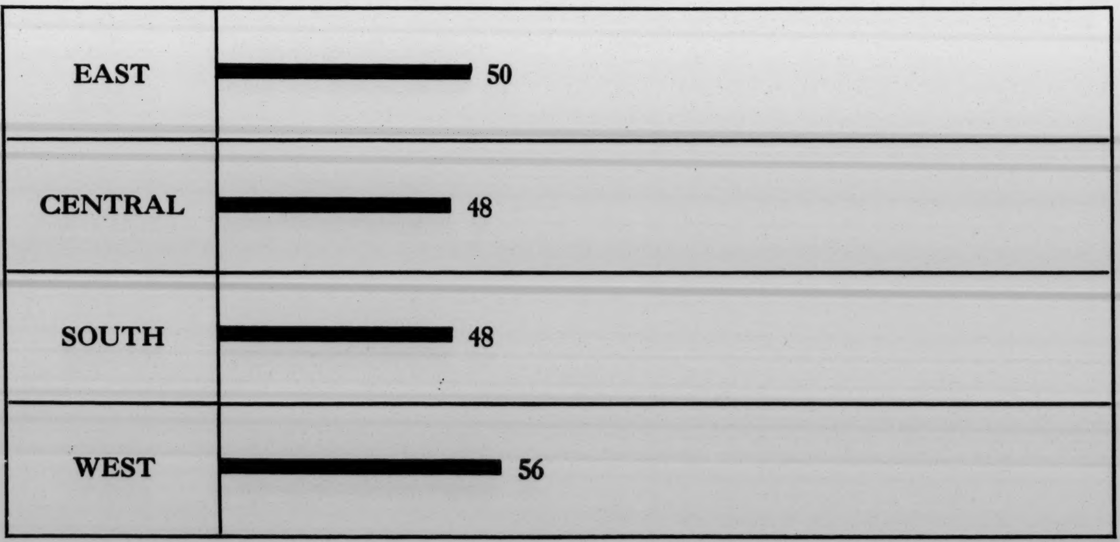
Rating by Groups

October, 1940

Size of Community



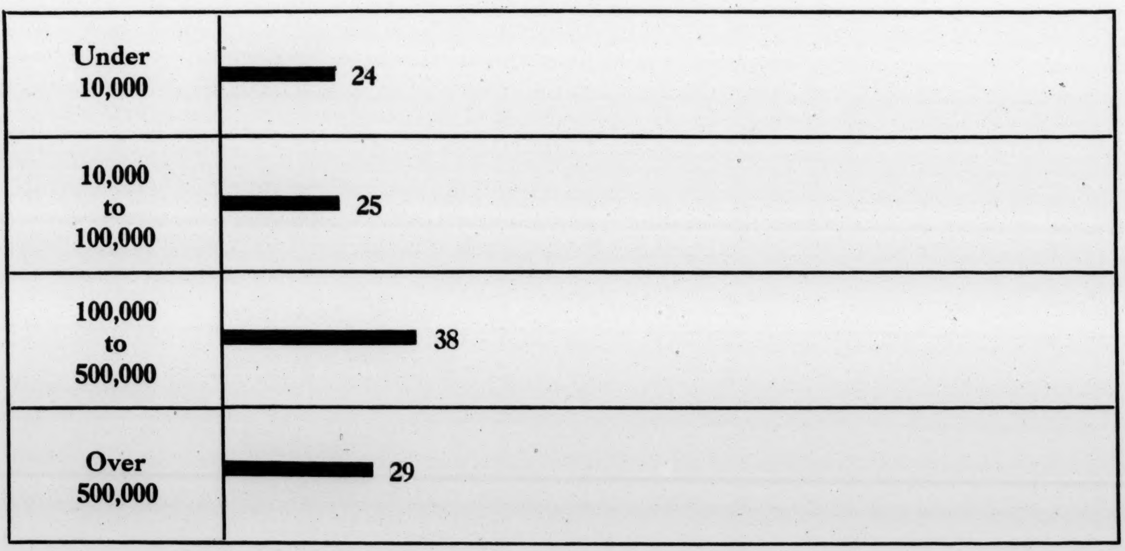
Section of Country



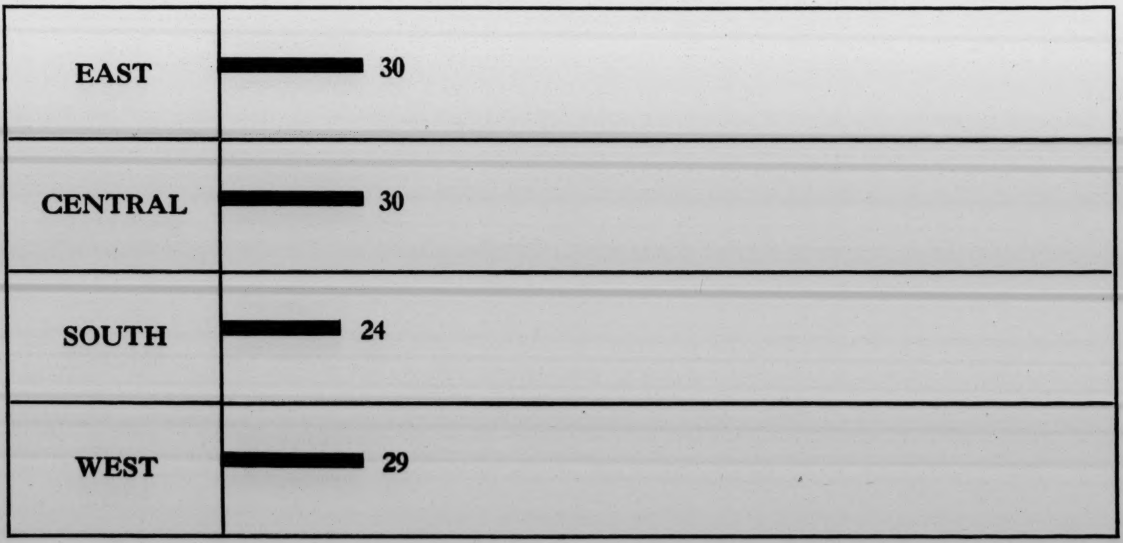
Rating by Groups

October, 1940

Size of Community



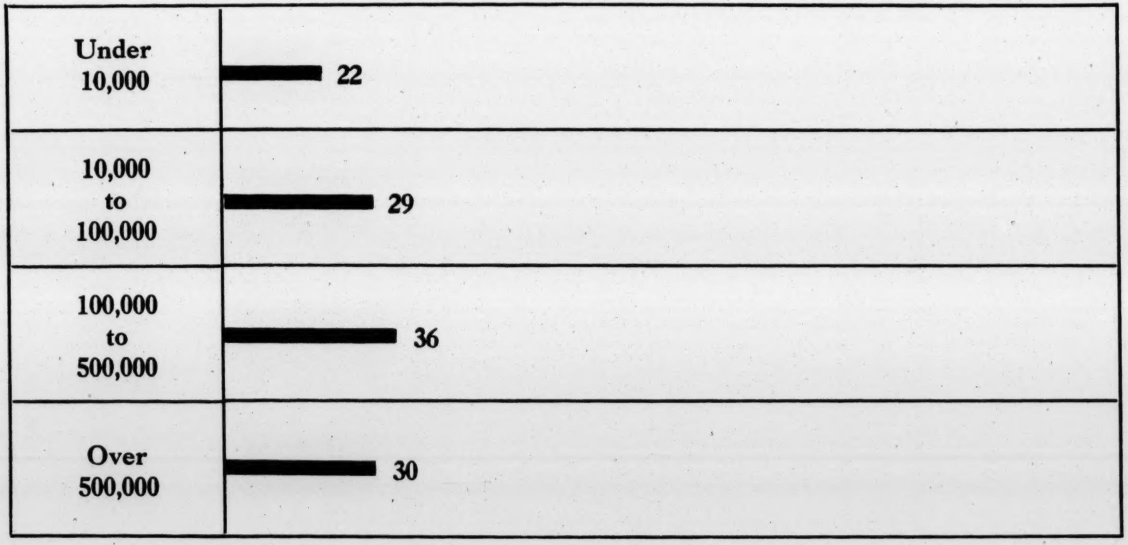
Section of Country



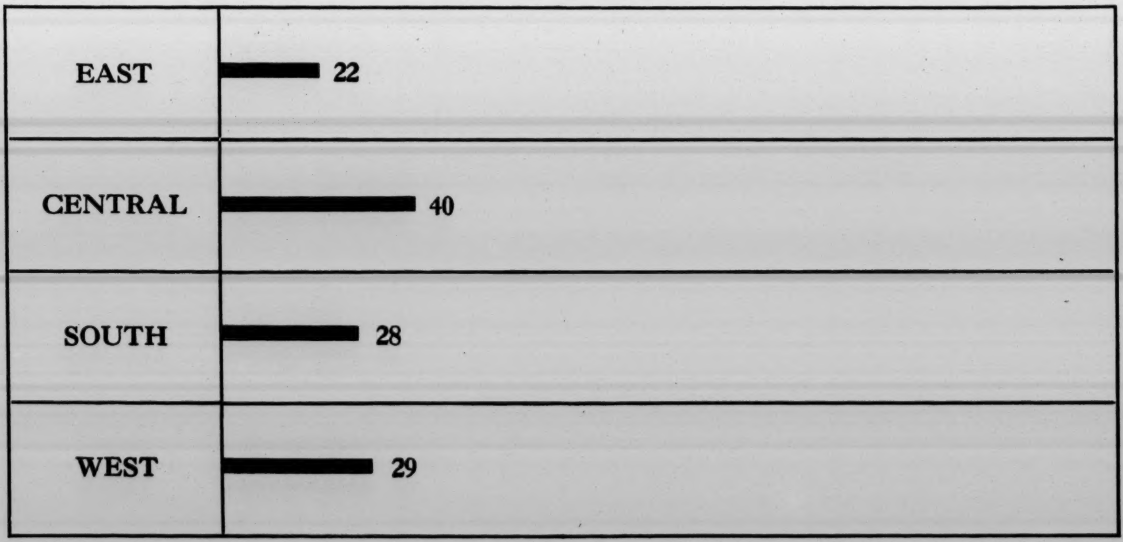
Rating by Groups

October, 1940

Size of Community



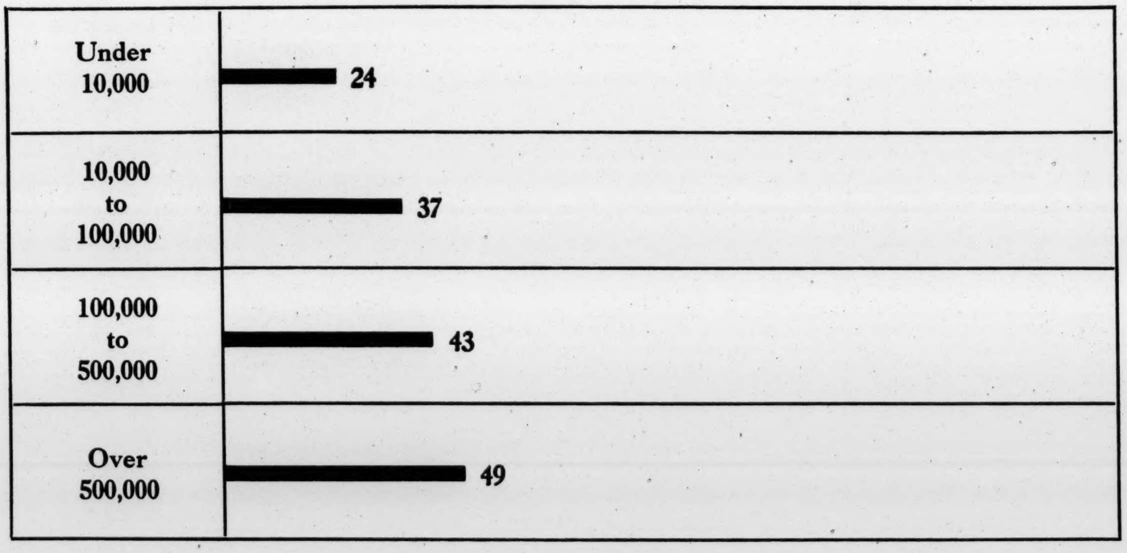
Section of Country



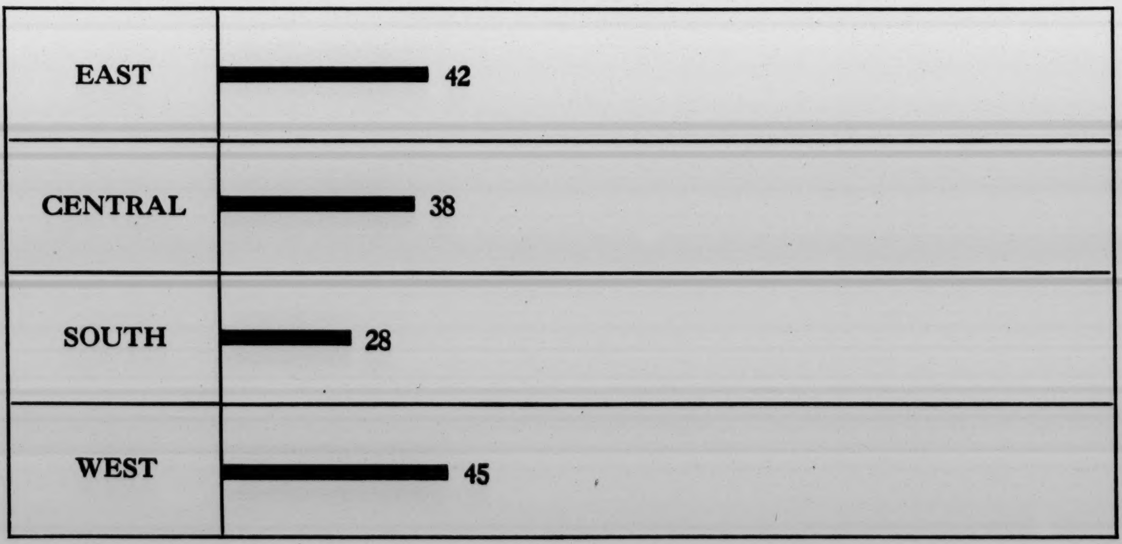
Rating by Groups

October, 1940

Size of Community



Section of Country

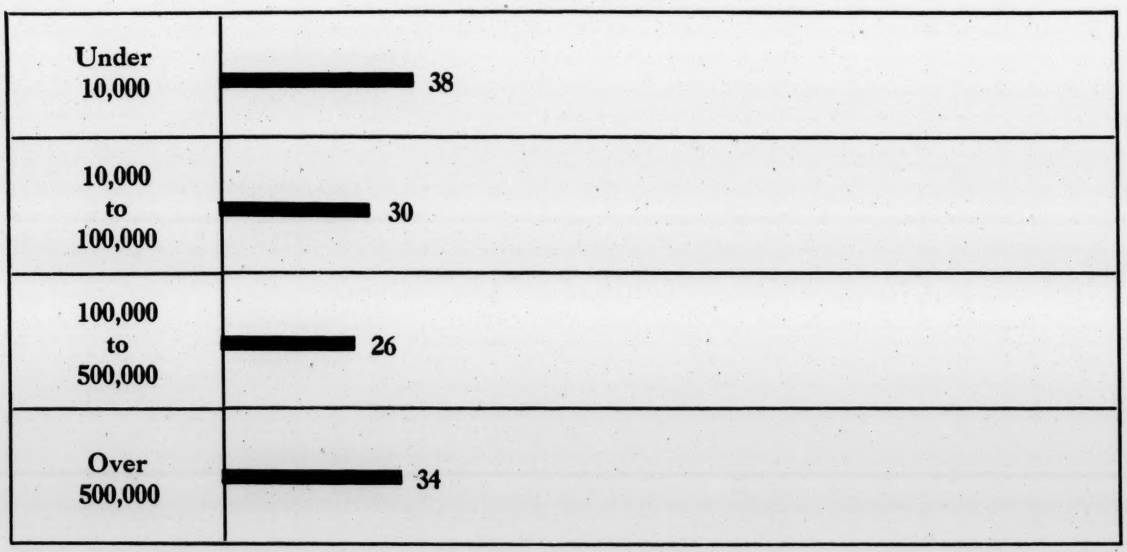


MILLAND, Ray

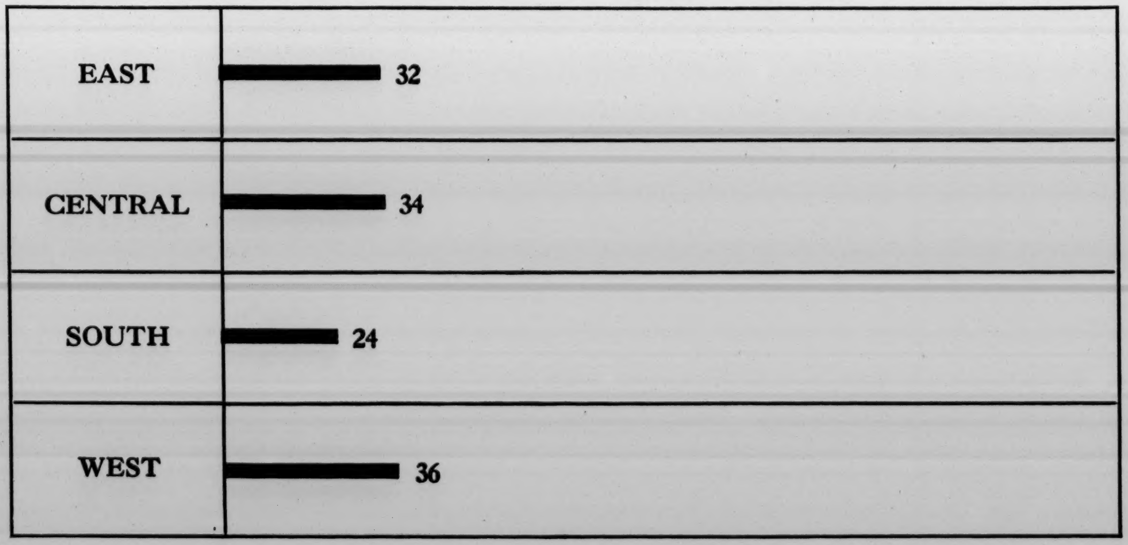
Rating by Groups

October, 1940

Size of Community



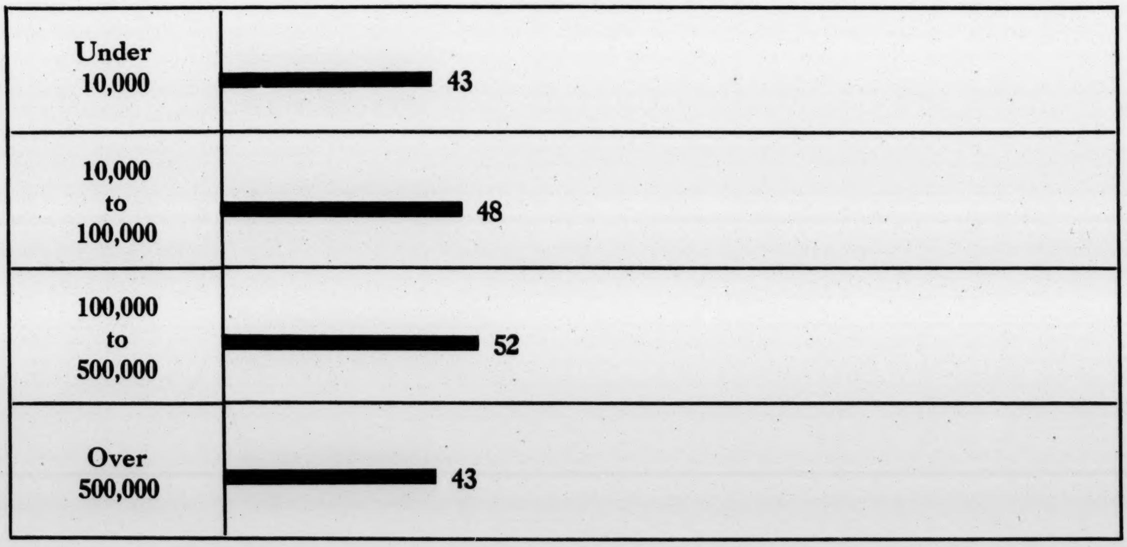
Section of Country



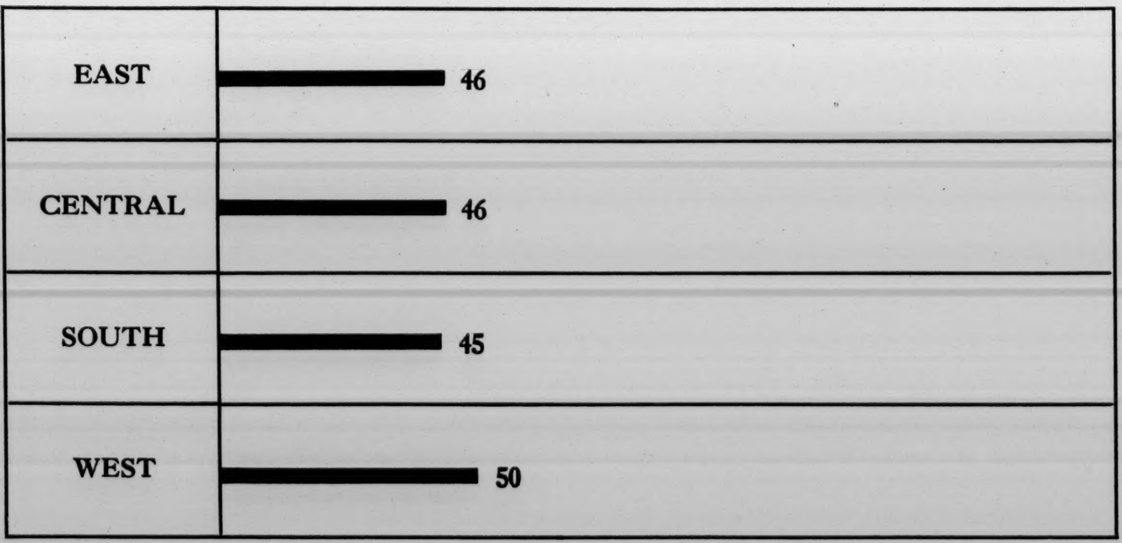
Rating by Groups

October, 1940

Size of Community



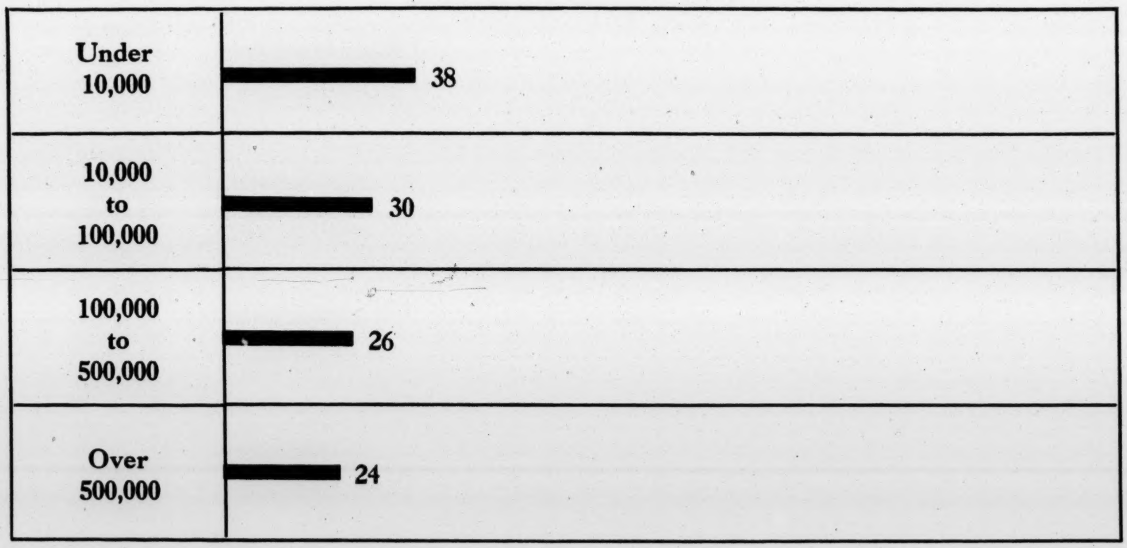
Section of Country



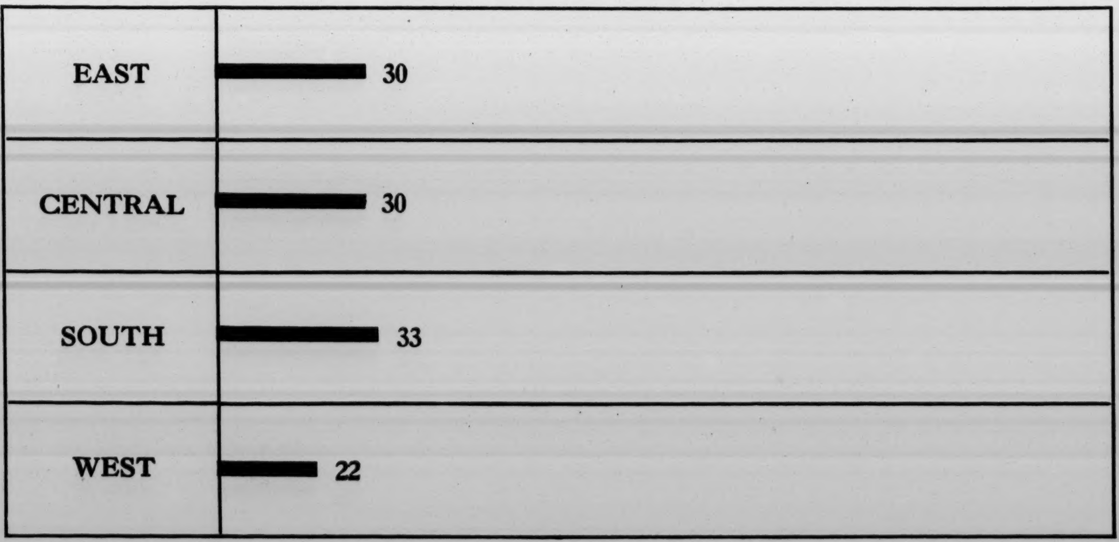
Rating by Groups

October, 1940

Size of Community



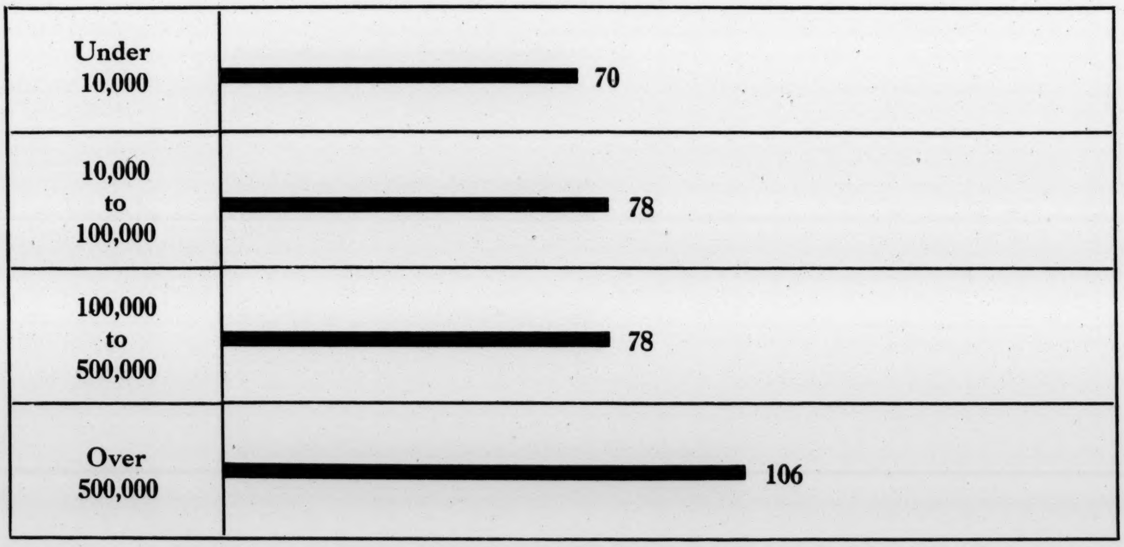
Section of Country



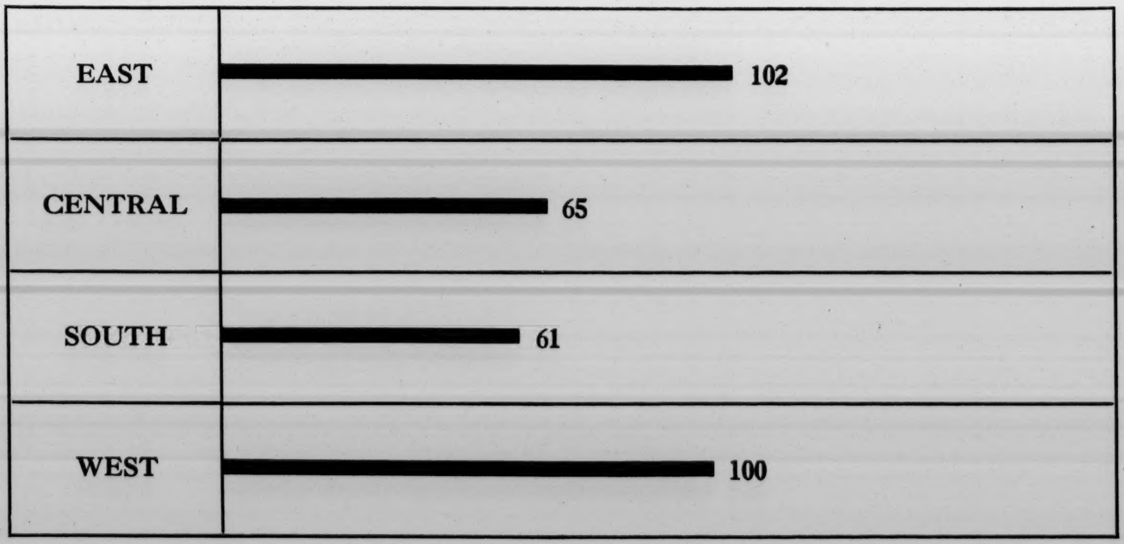
Rating by Groups

October, 1940

Size of Community



Section of Country

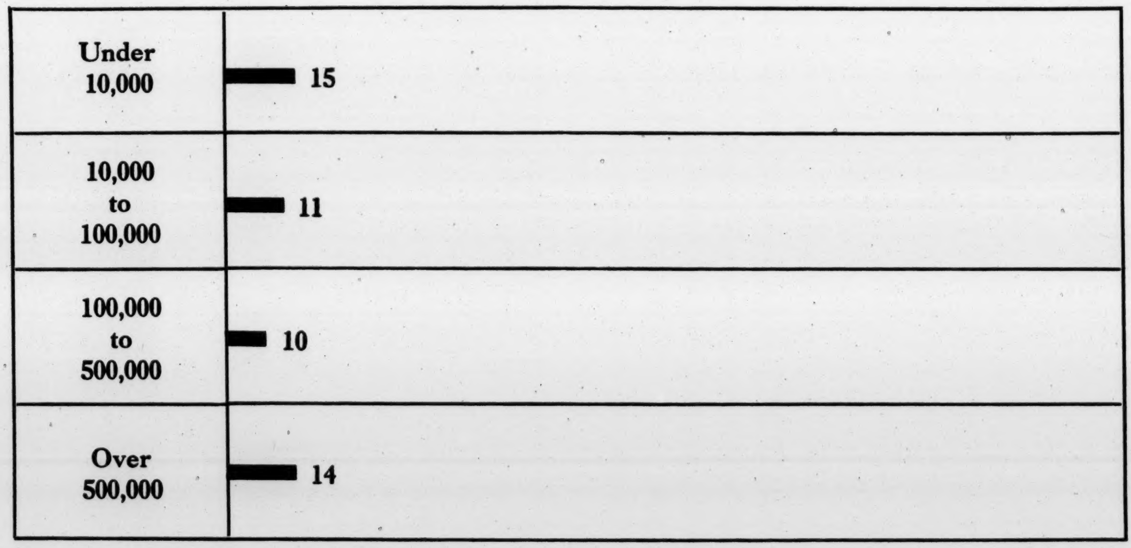


MURPHY, George

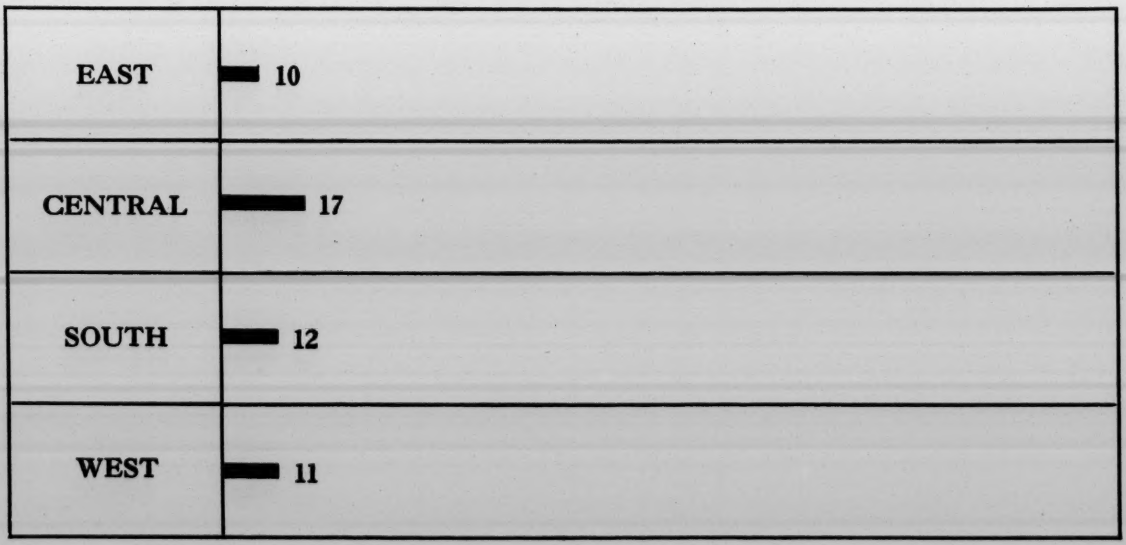
Rating by Groups

October, 1940

Size of Community



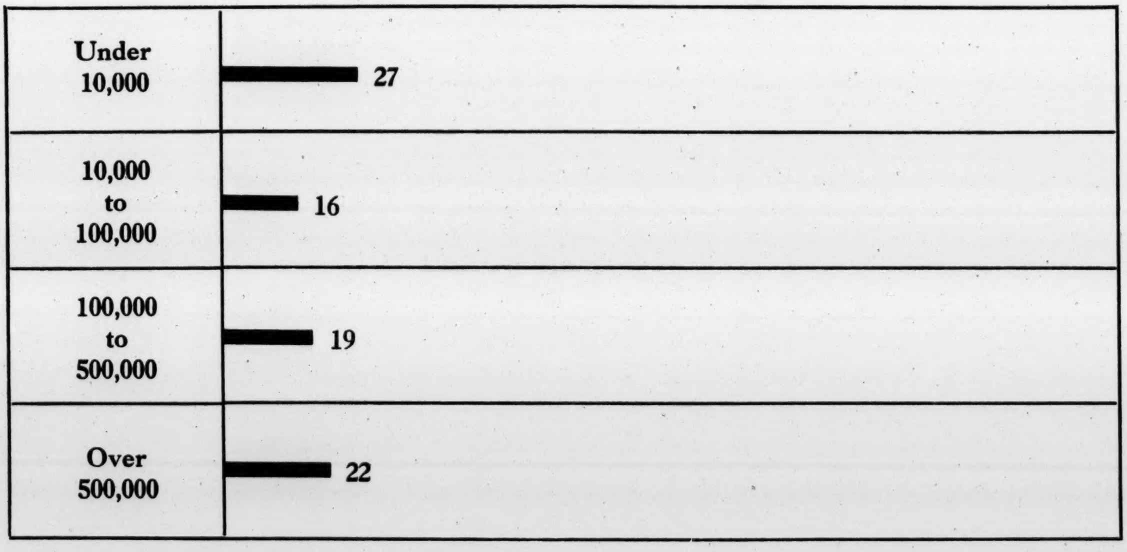
Section of Country



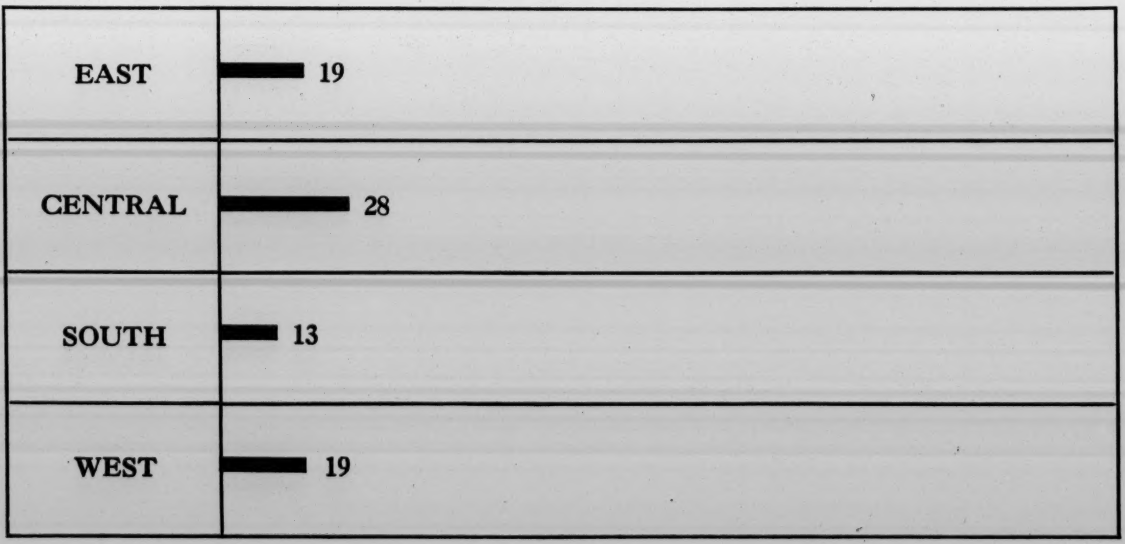
Rating by Groups

October, 1940

Size of Community



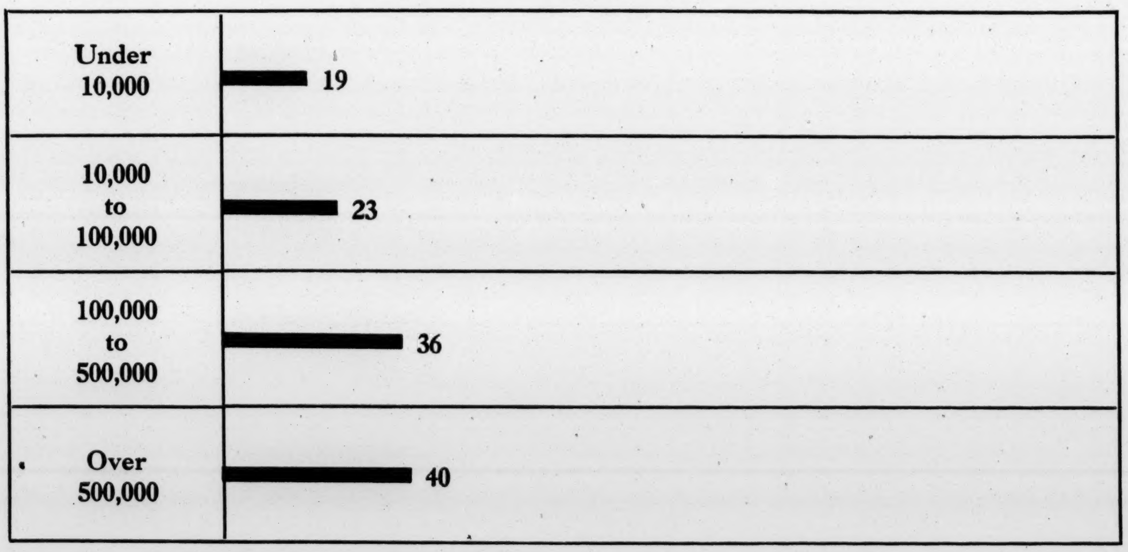
Section of Country



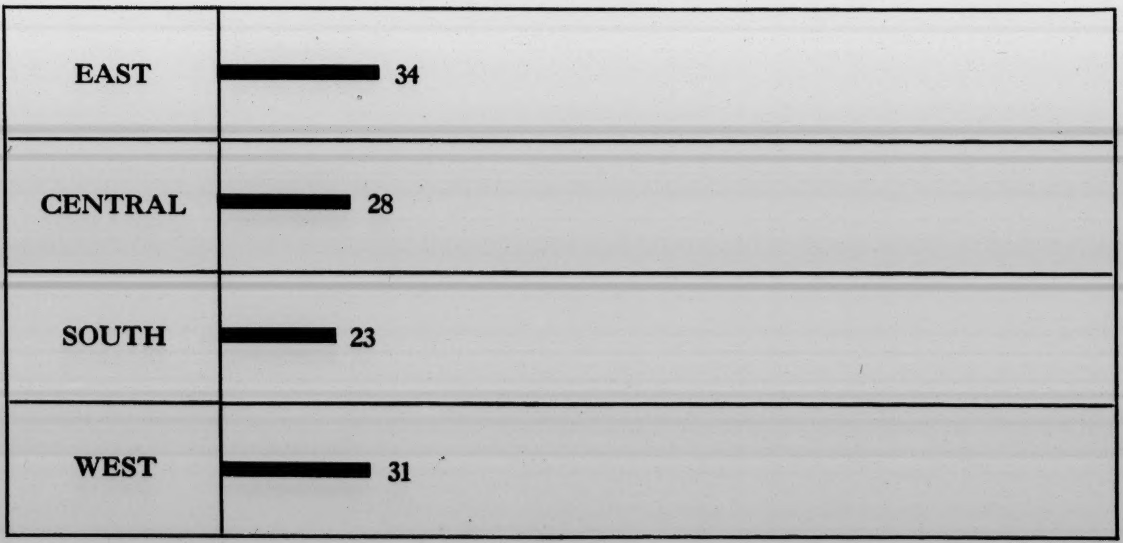
Rating by Groups

October, 1940

Size of Community



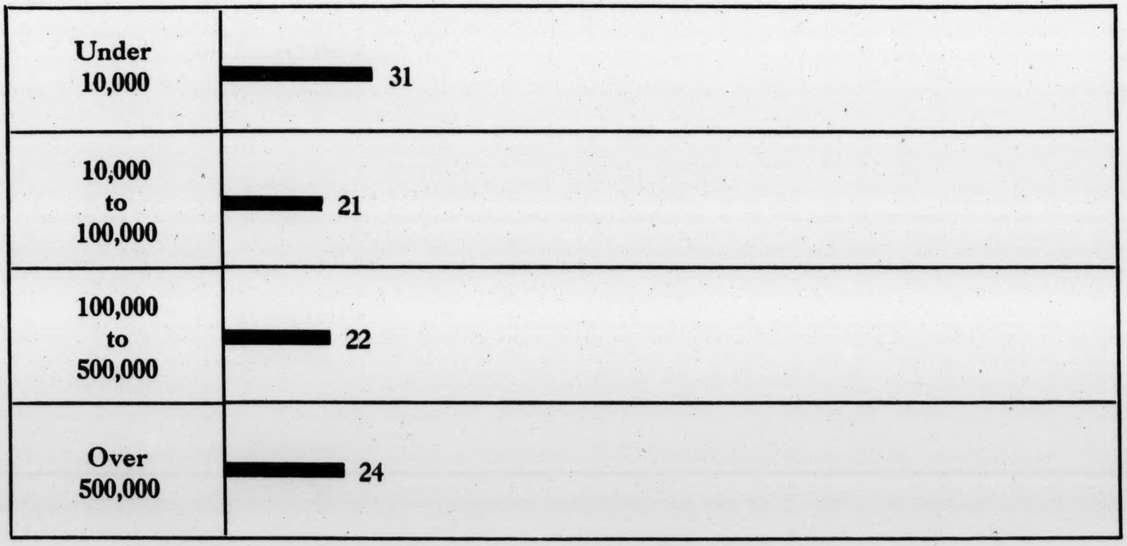
Section of Country



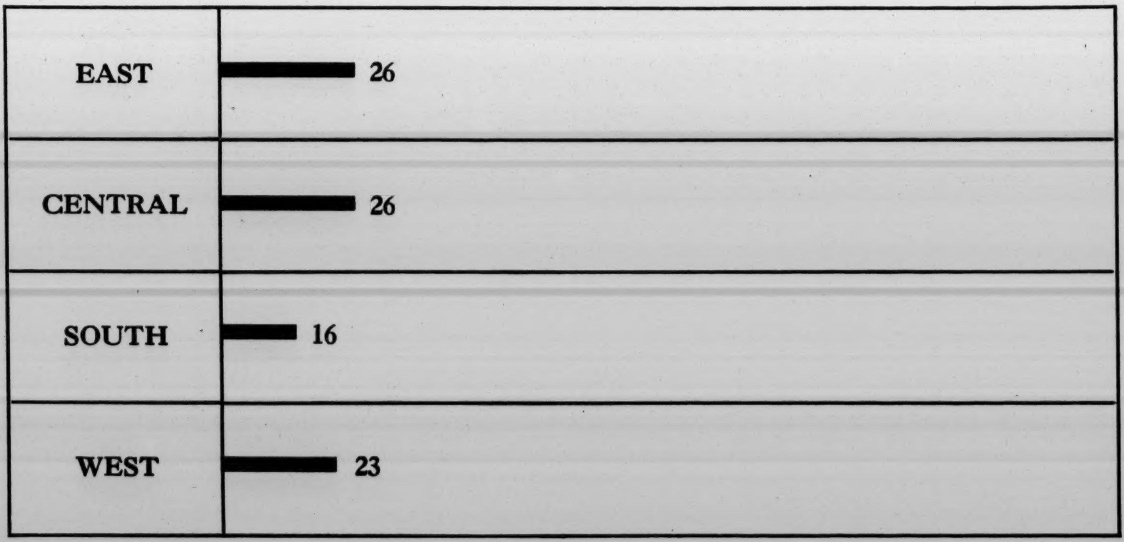
Rating by Groups

October, 1940

Size of Community



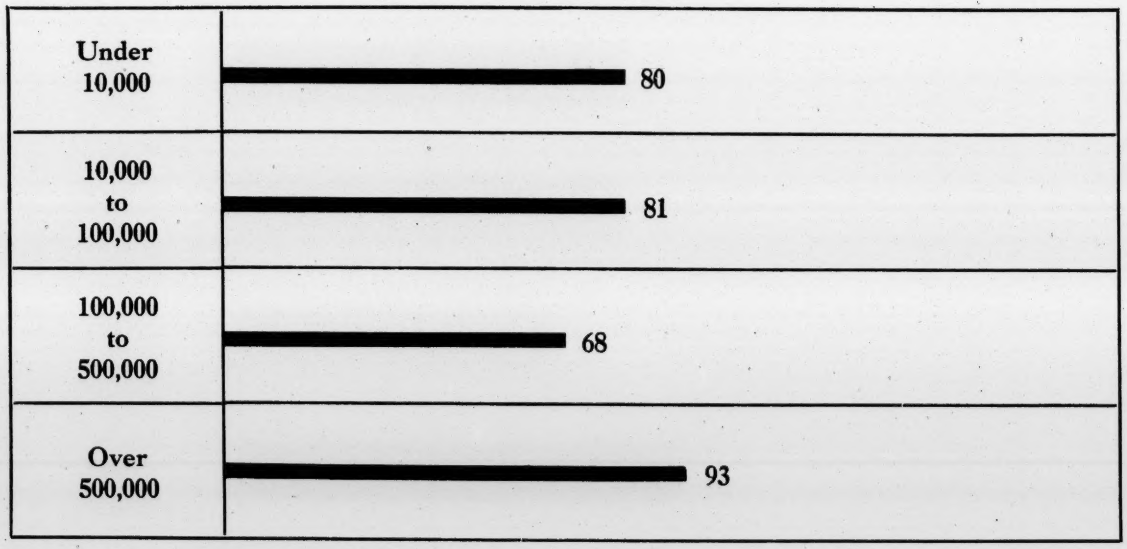
Section of Country



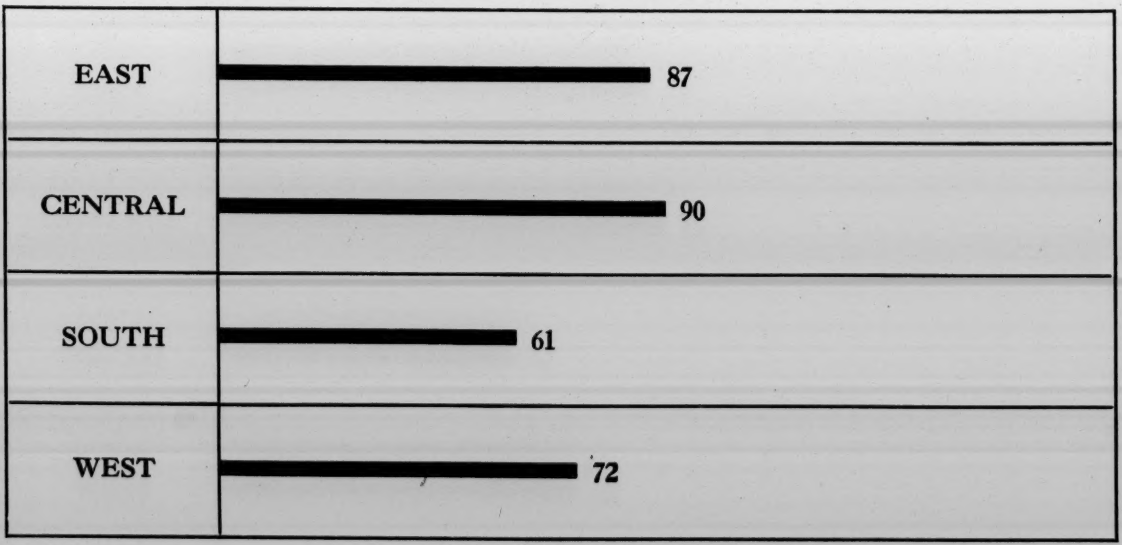
Rating by Groups

October, 1940

Size of Community



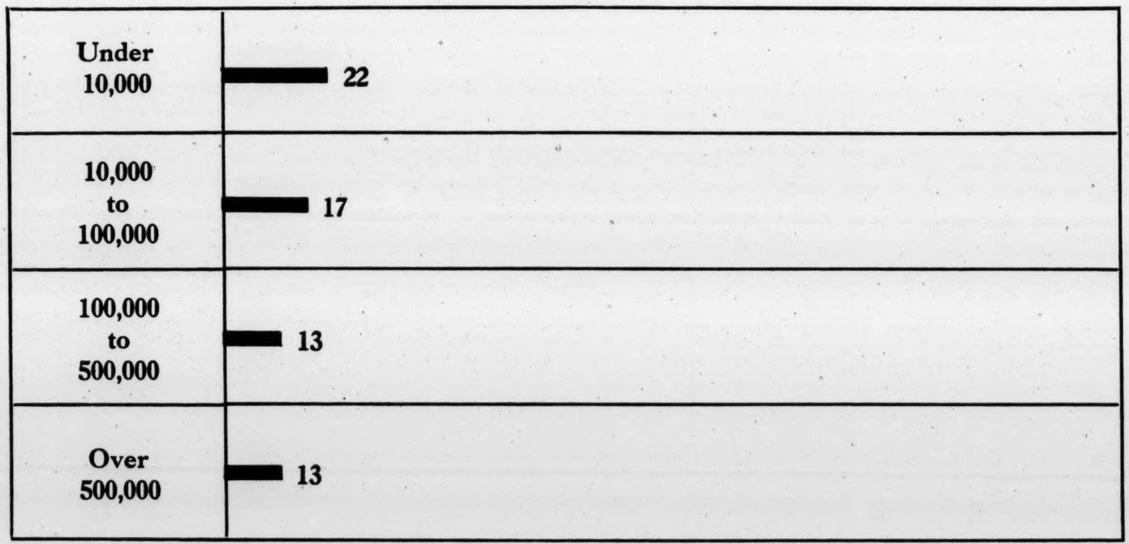
Section of Country



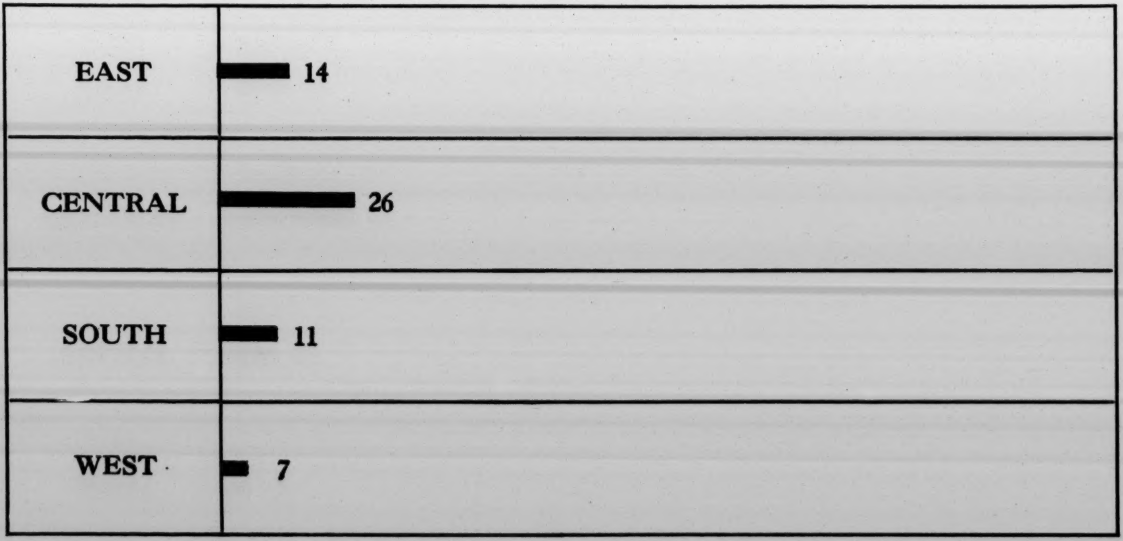
Rating by Groups

October, 1940

Size of Community



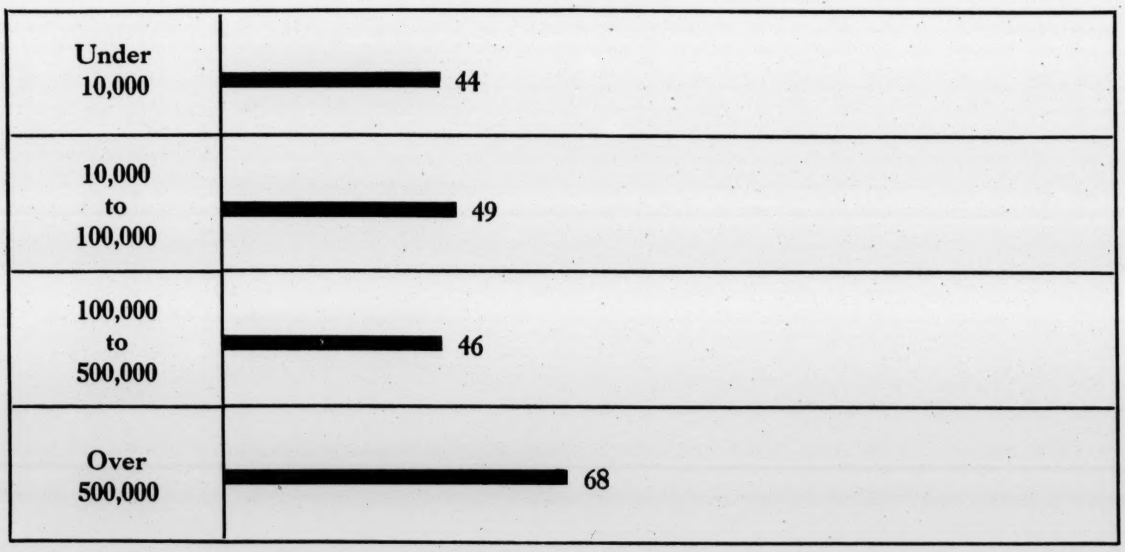
Section of Country



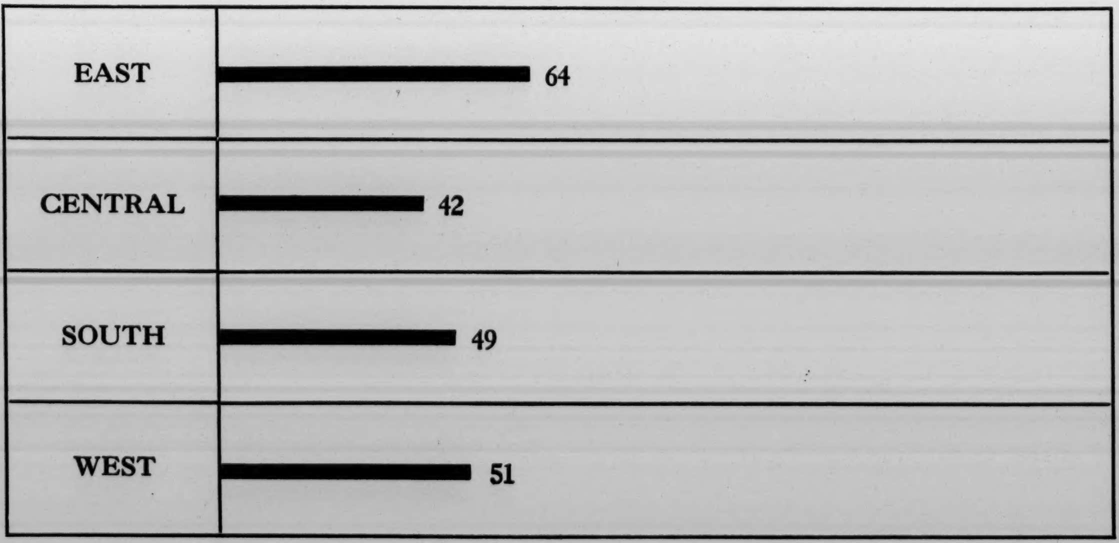
Rating by Groups

October, 1940

Size of Community



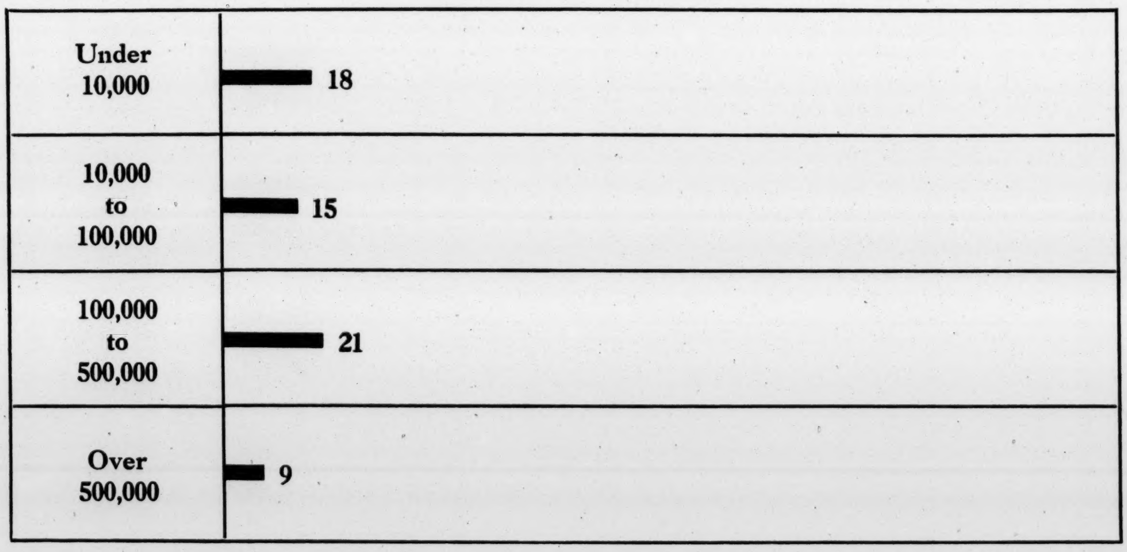
Section of Country



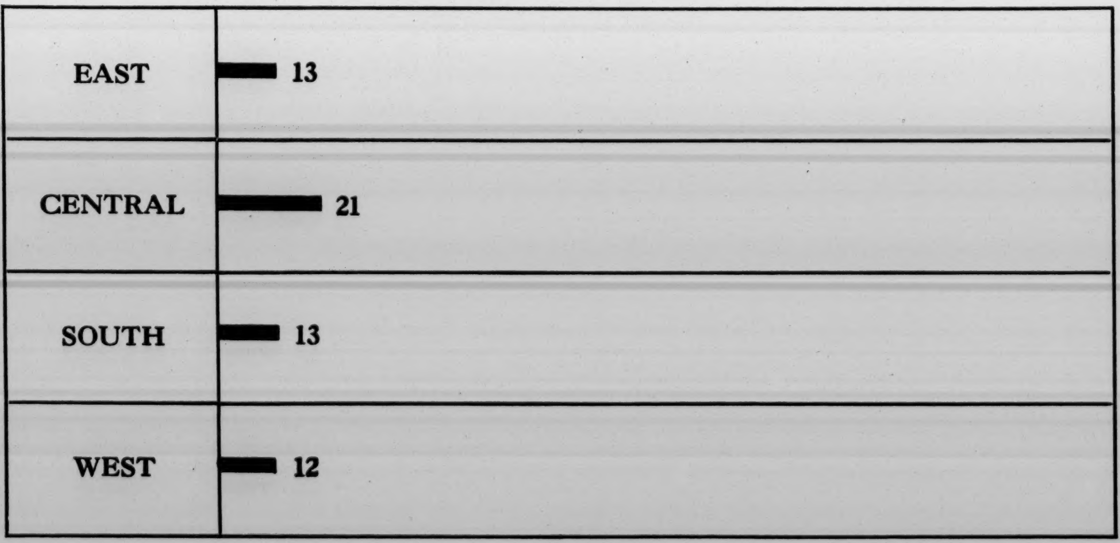
Rating by Groups

October, 1940

Size of Community



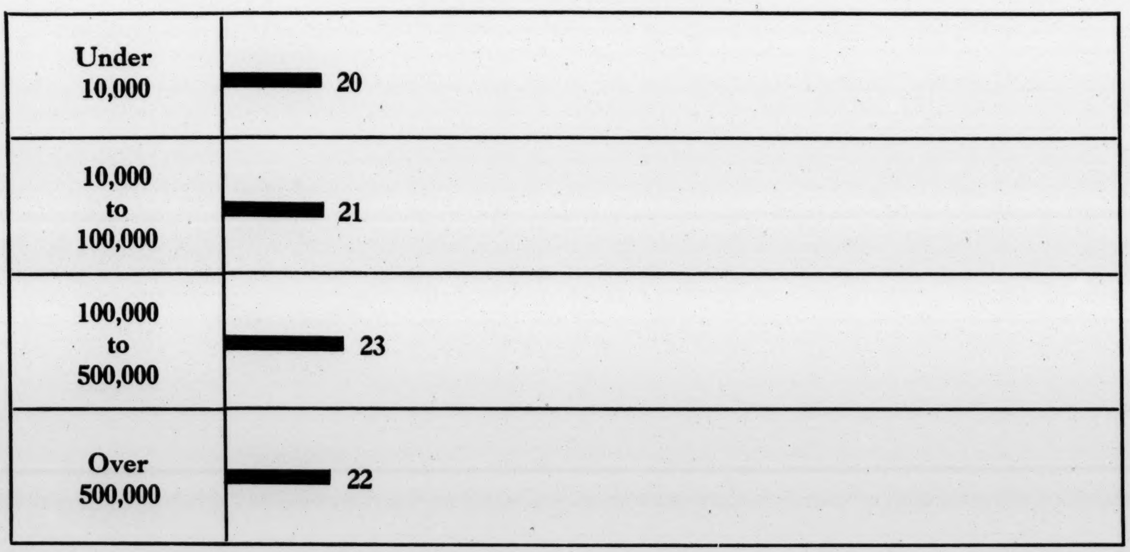
Section of Country



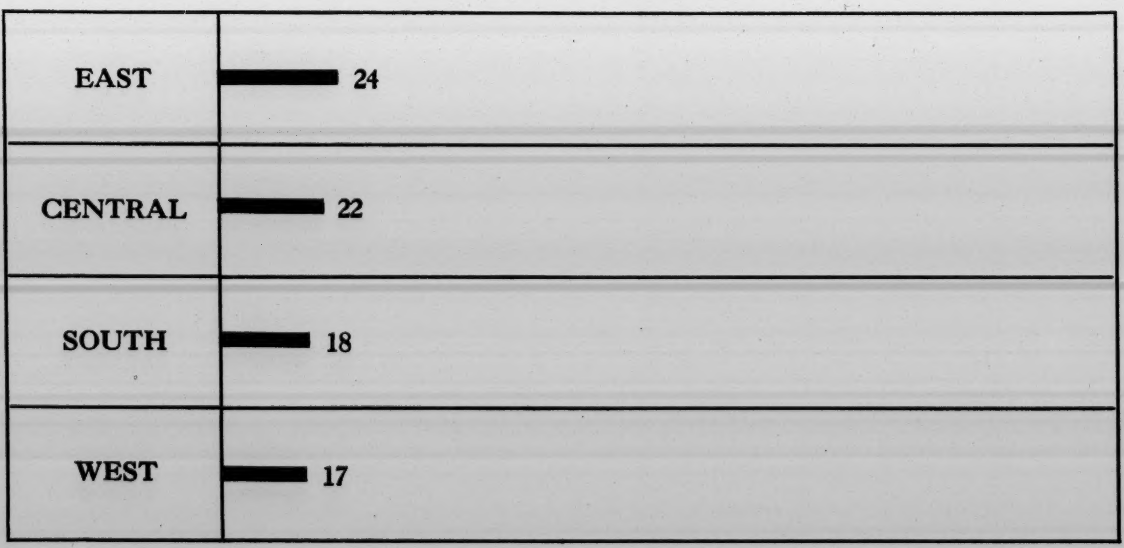
Rating by Groups

October, 1940

Size of Community



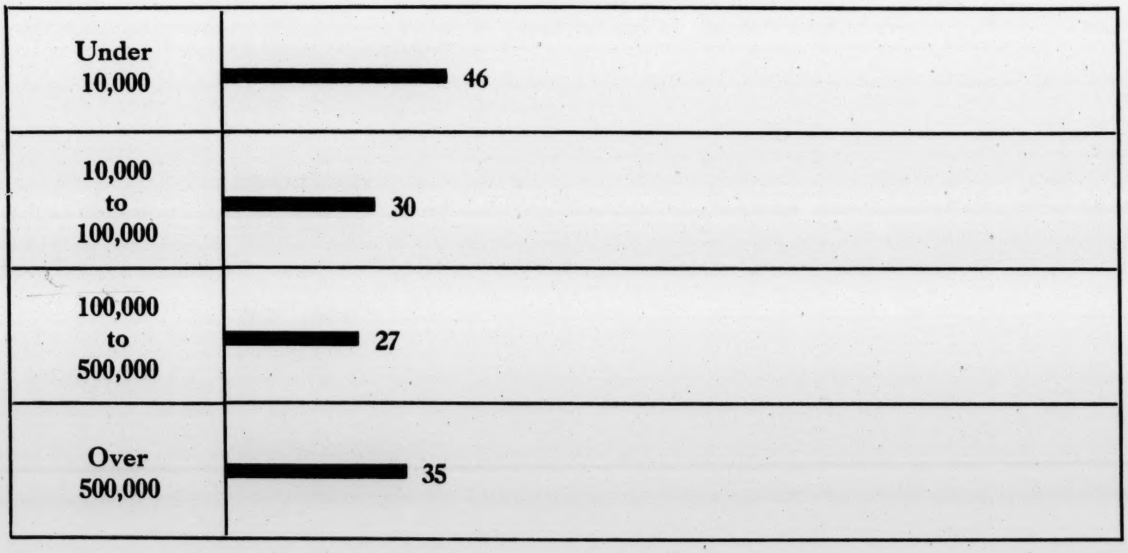
Section of Country



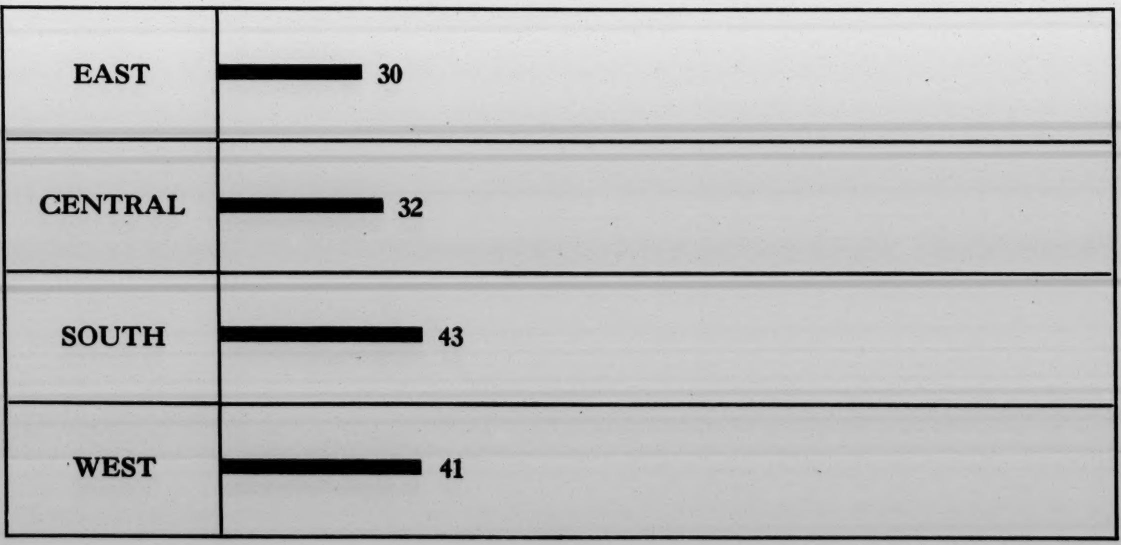
Rating by Groups

October, 1940

Size of Community



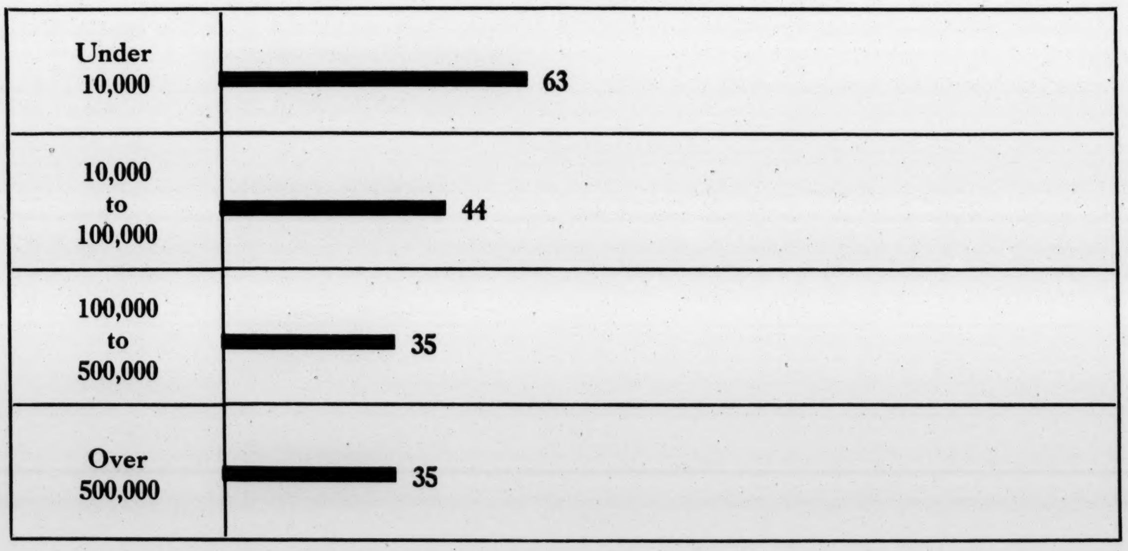
Section of Country



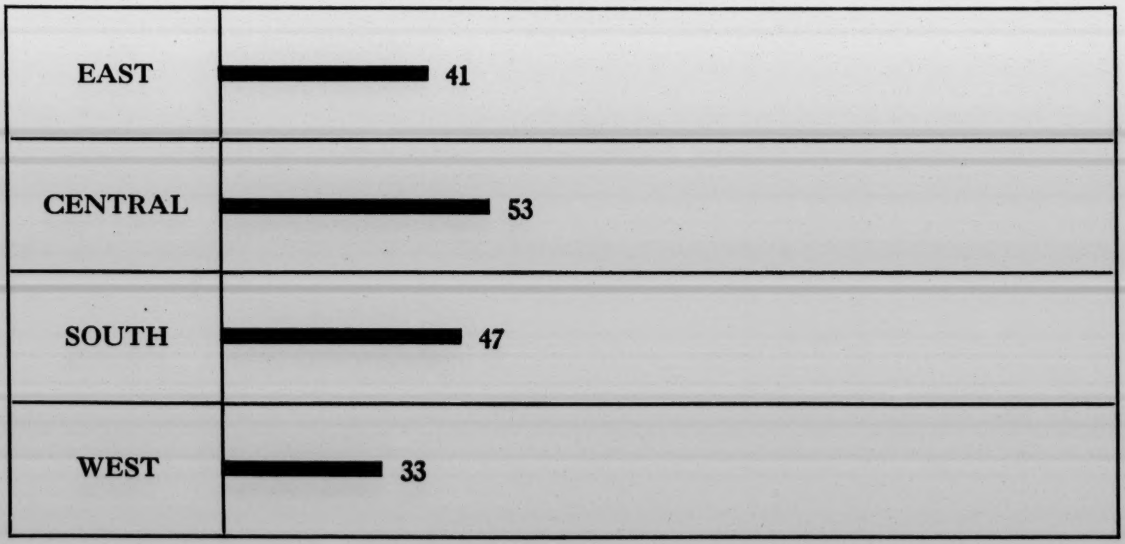
Rating by Groups

October, 1940

Size of Community



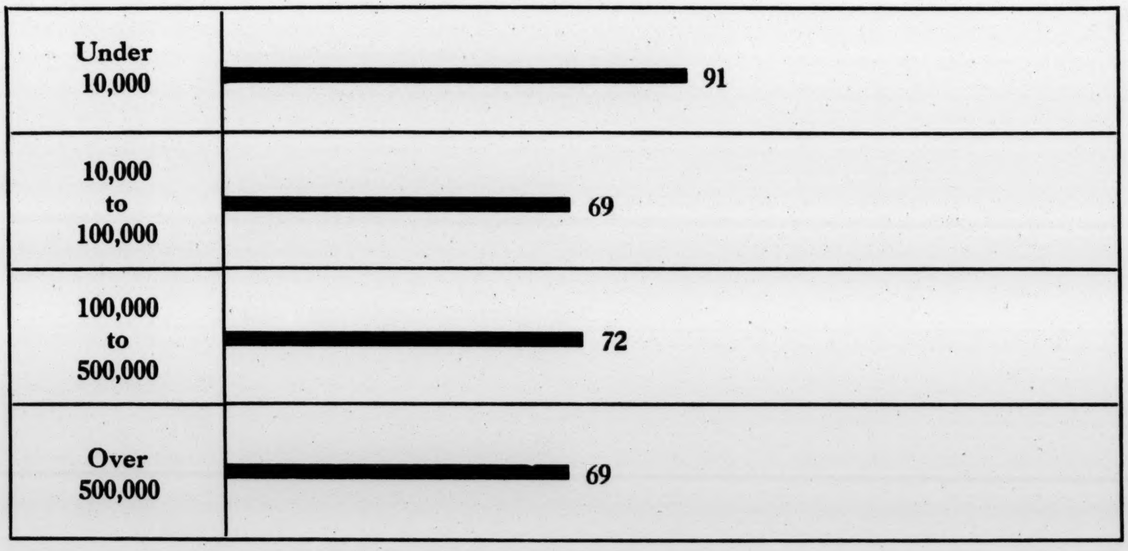
Section of Country



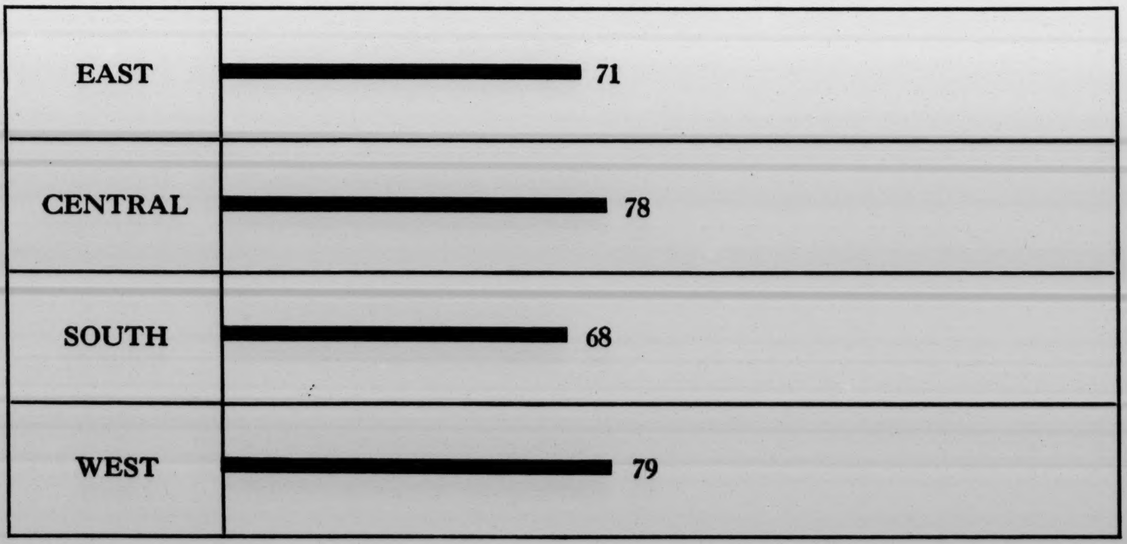
Rating by Groups

October, 1940

Size of Community



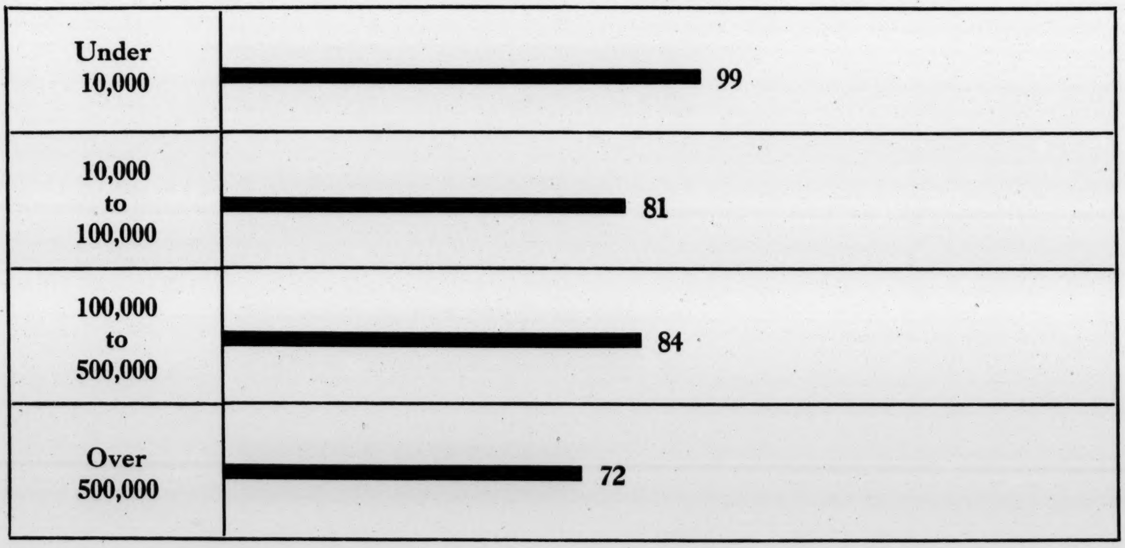
Section of Country



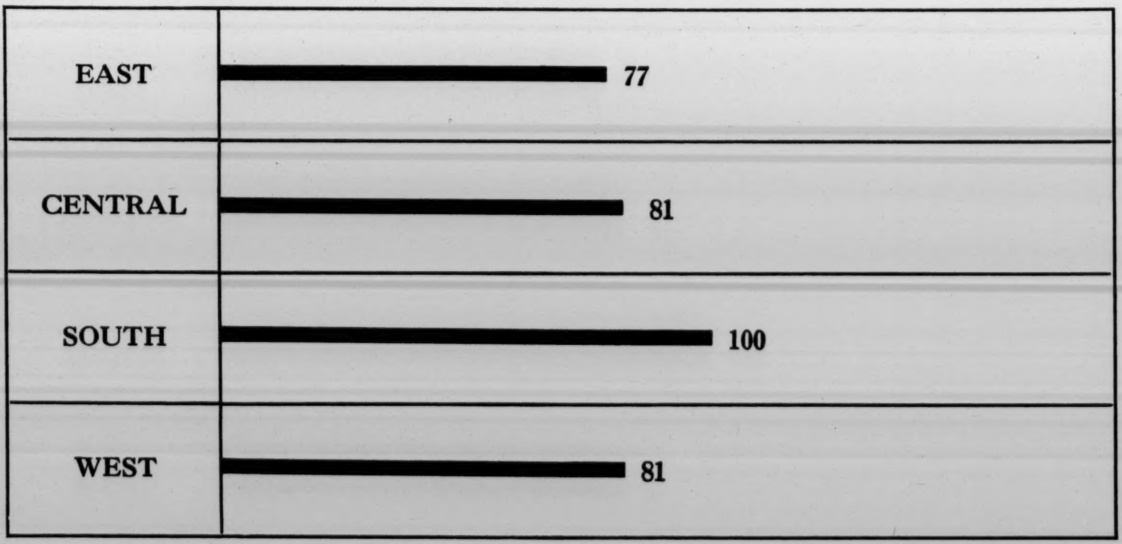
Rating by Groups

October, 1940

Size of Community



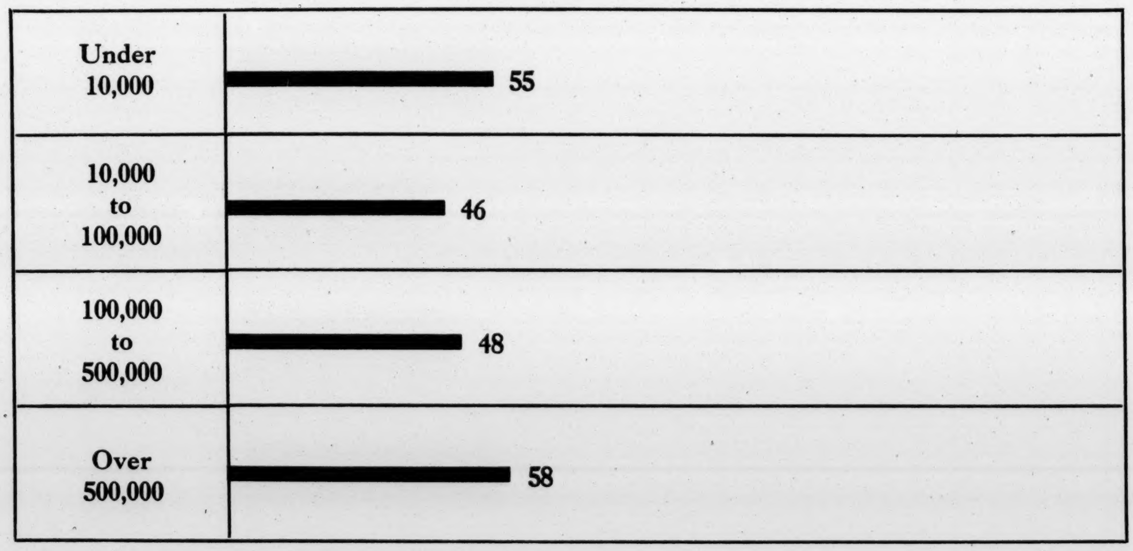
Section of Country



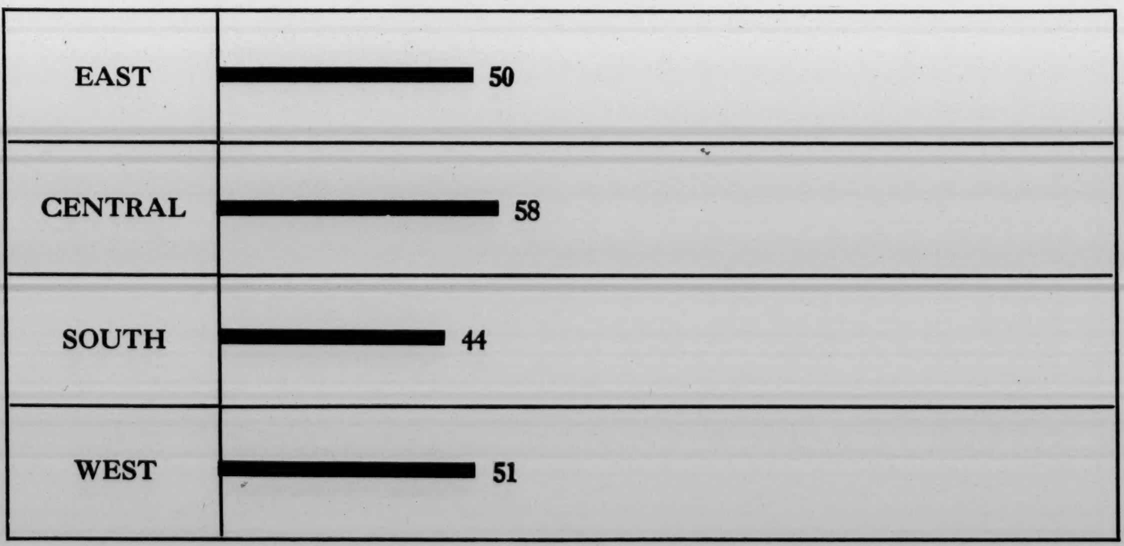
Rating by Groups

October, 1940

Size of Community



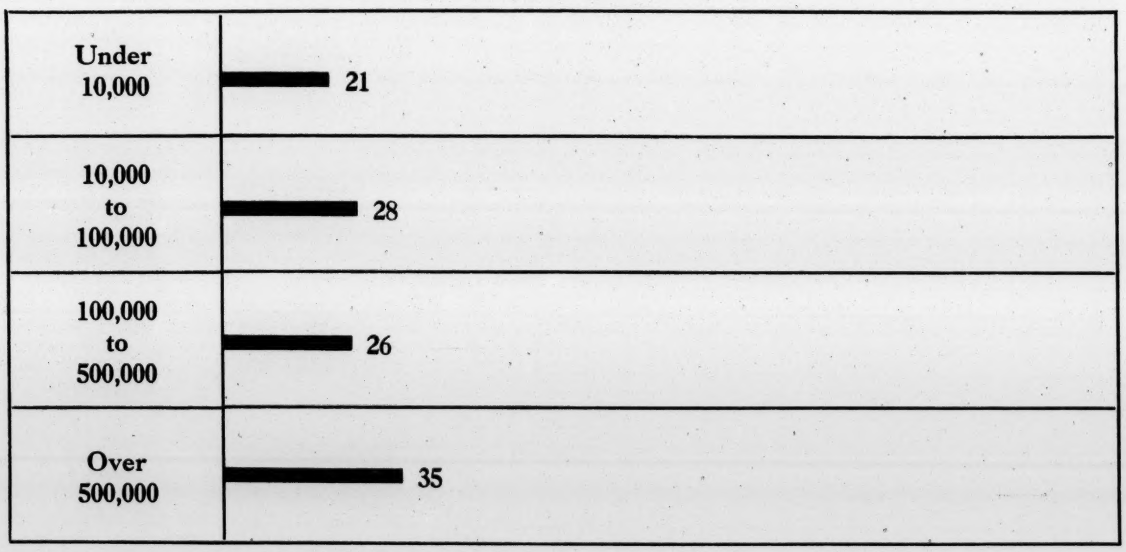
Section of Country



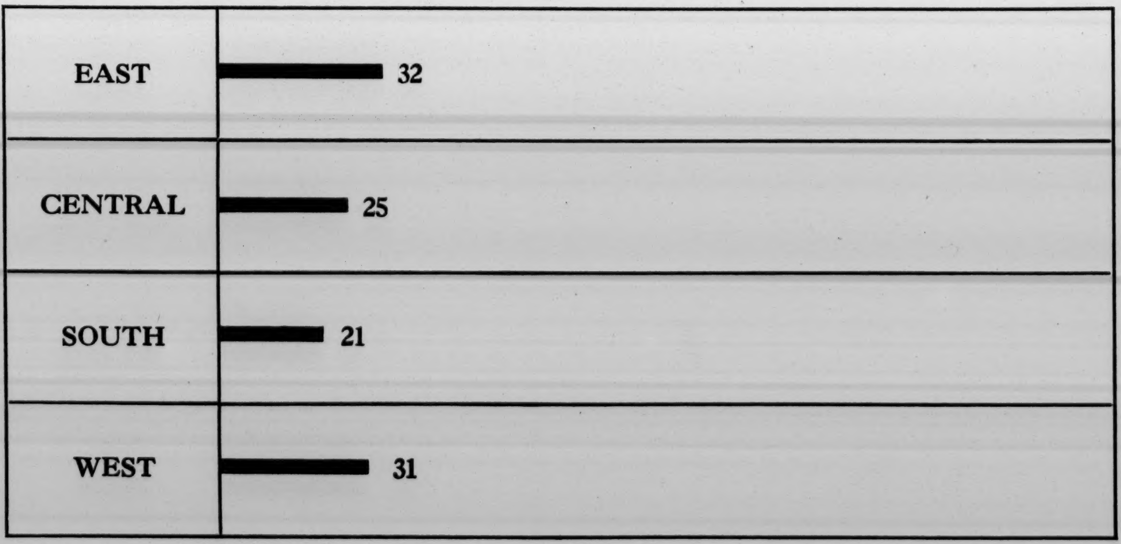
Rating by Groups

October, 1940

Size of Community



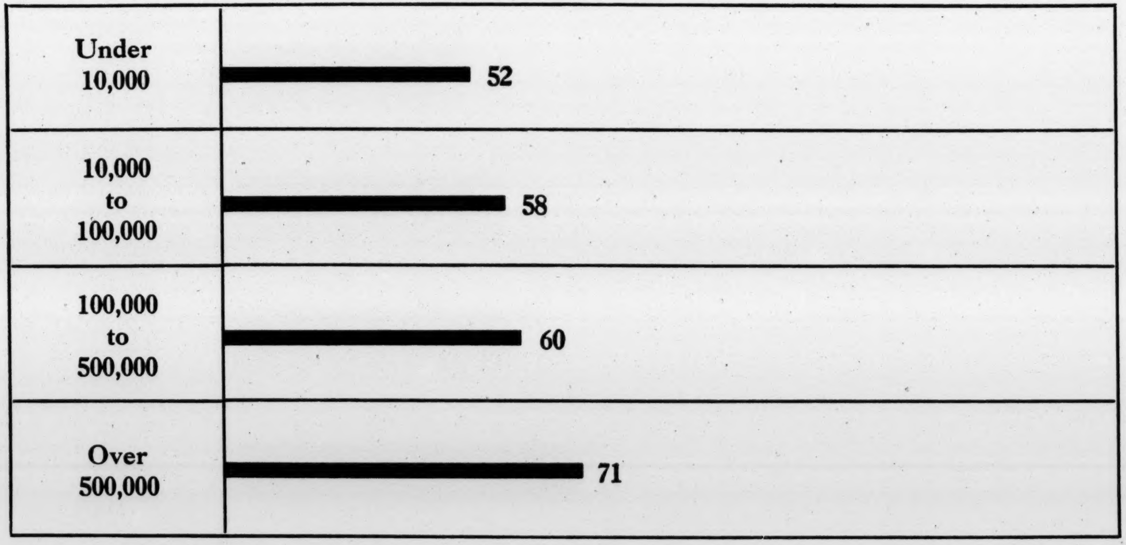
Section of Country



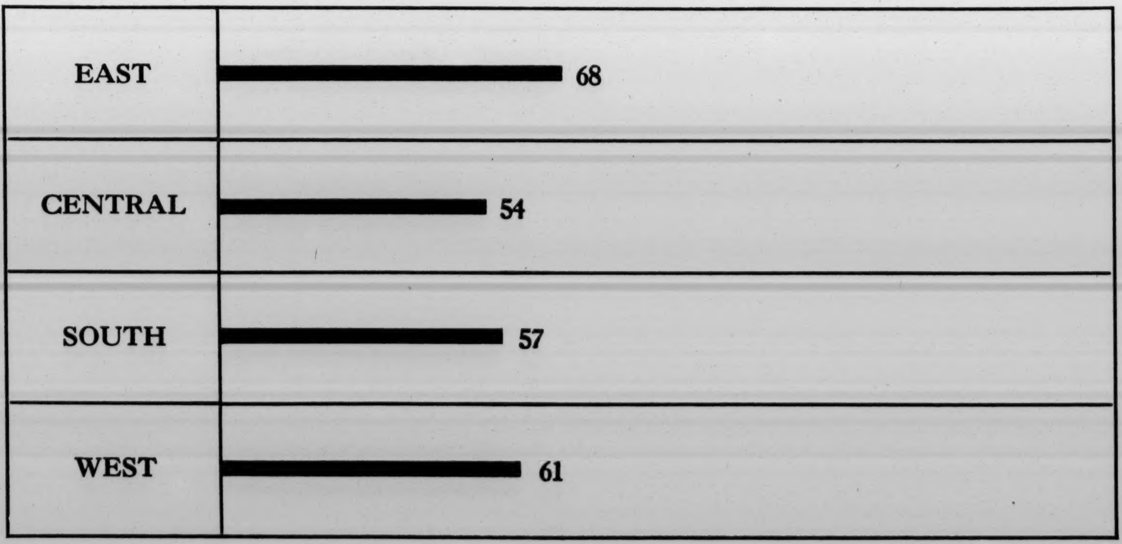
Rating by Groups

October, 1940

Size of Community



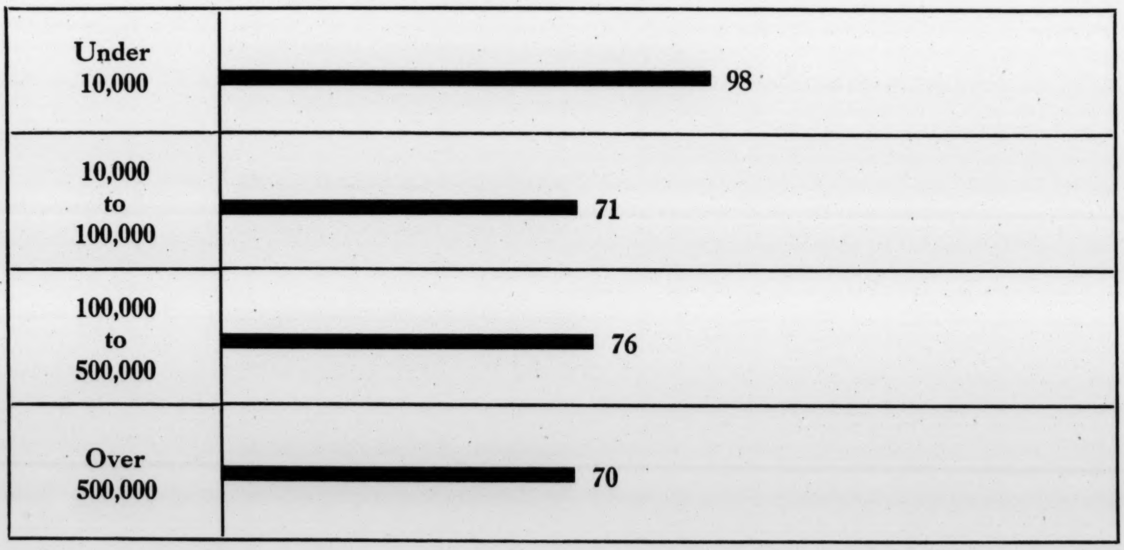
Section of Country



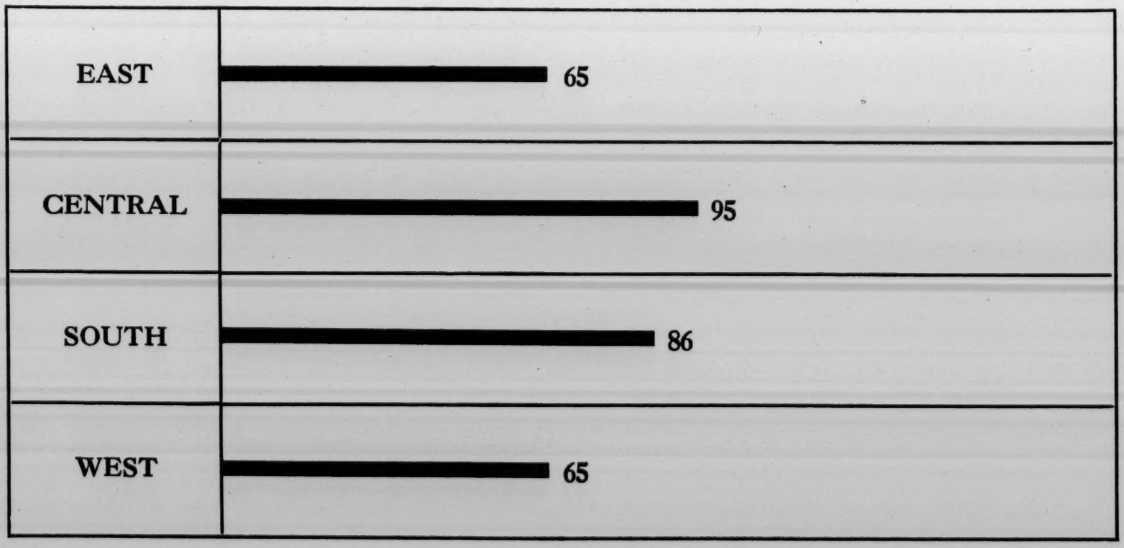
Rating by Groups

October, 1940

Size of Community



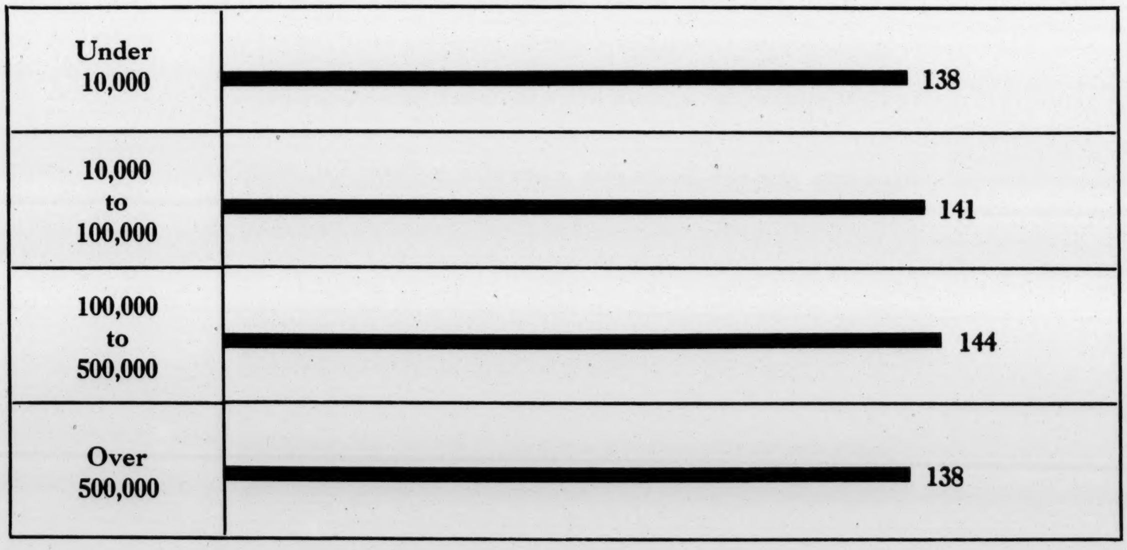
Section of Country



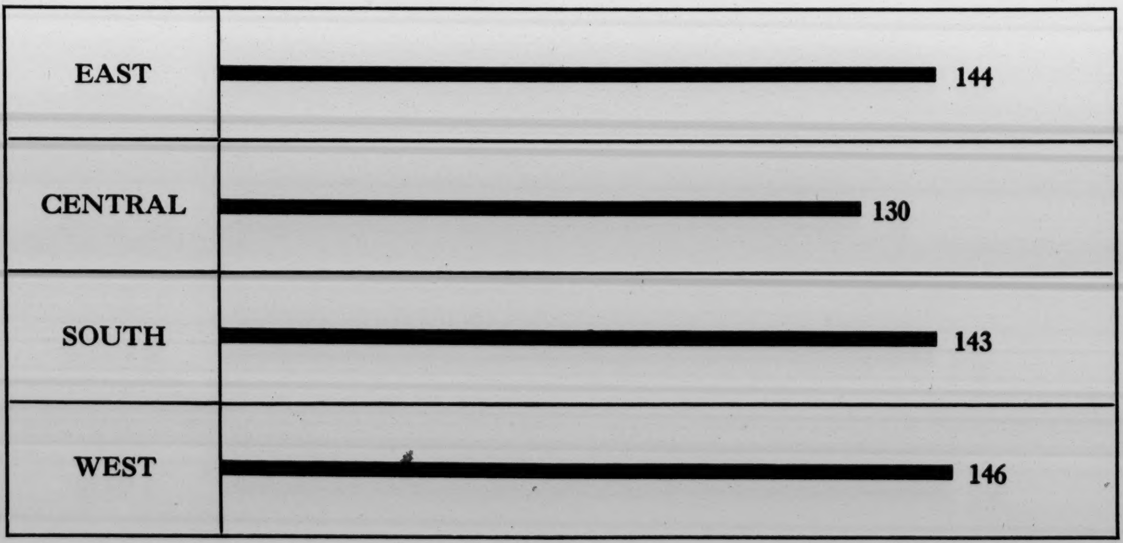
Rating by Groups

October, 1940

Size of Community



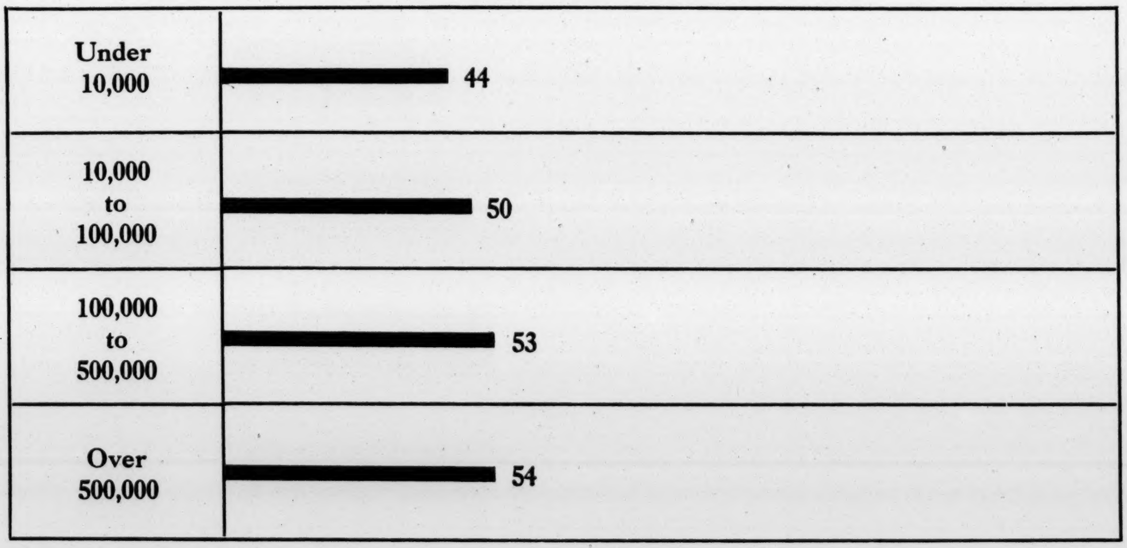
Section of Country



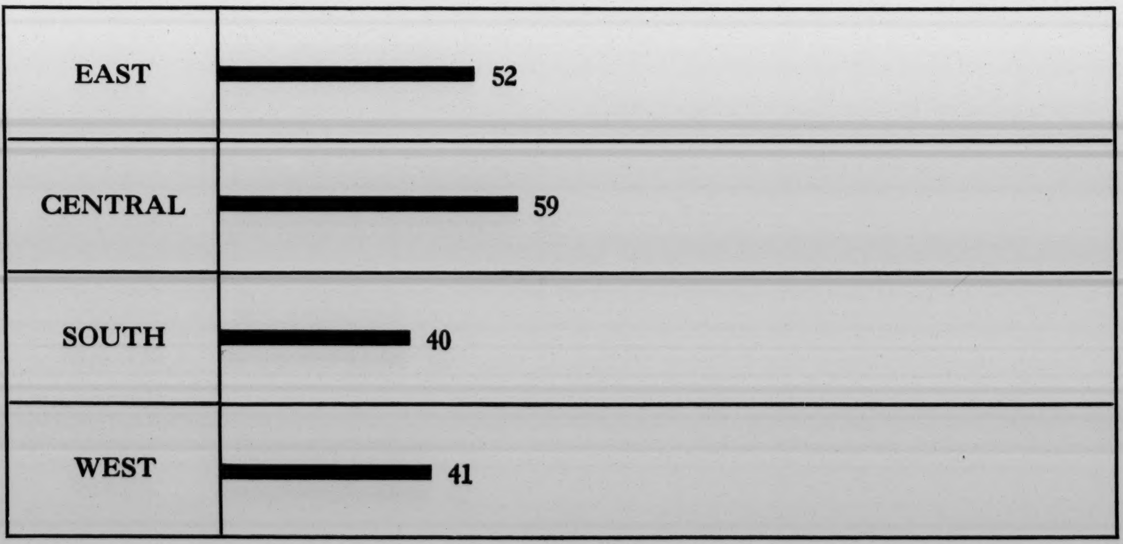
Rating by Groups

October, 1940

Size of Community



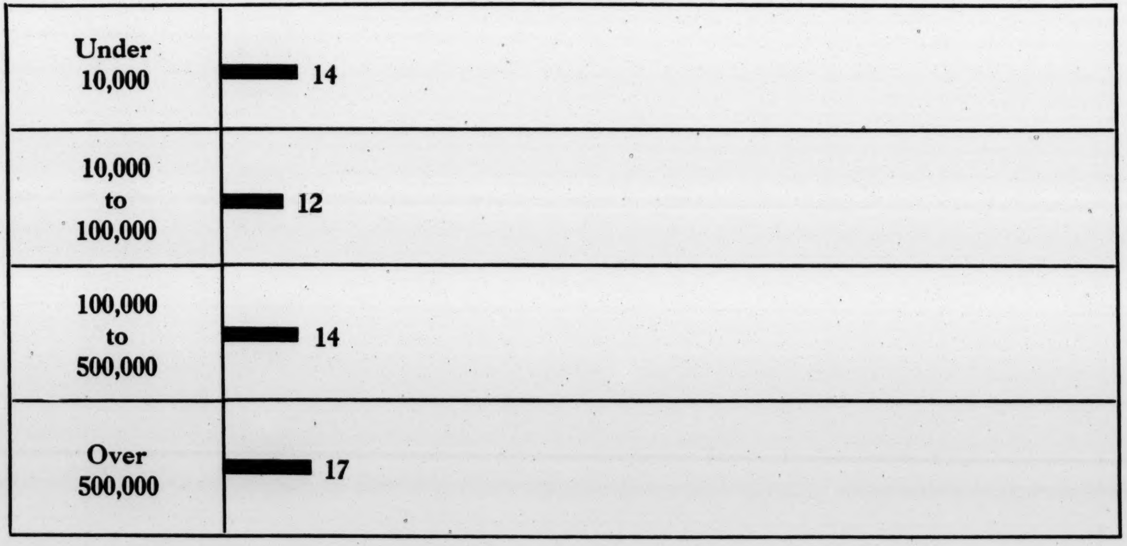
Section of Country



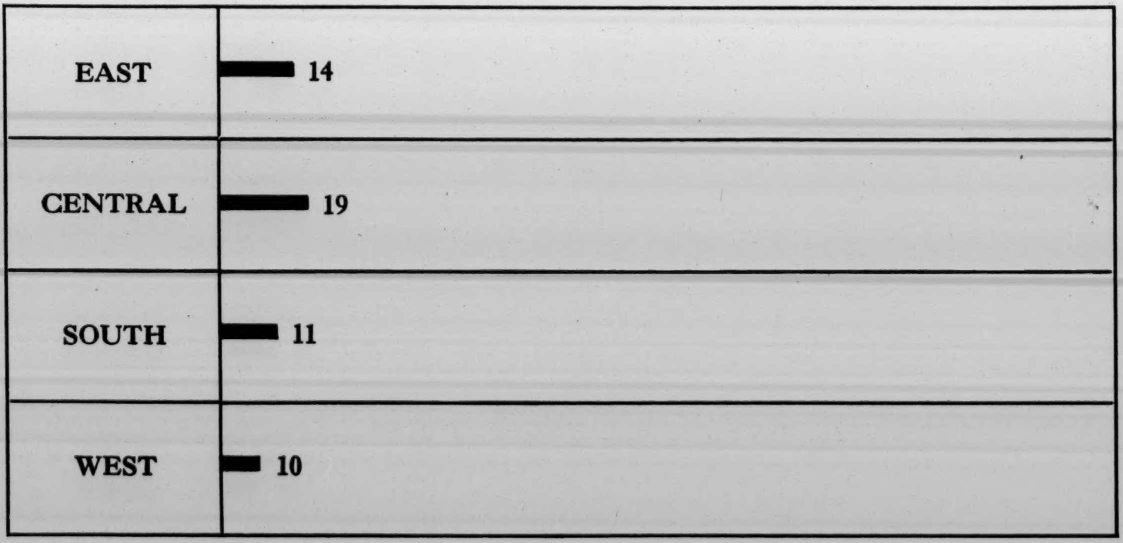
Rating by Groups

October, 1940

Size of Community



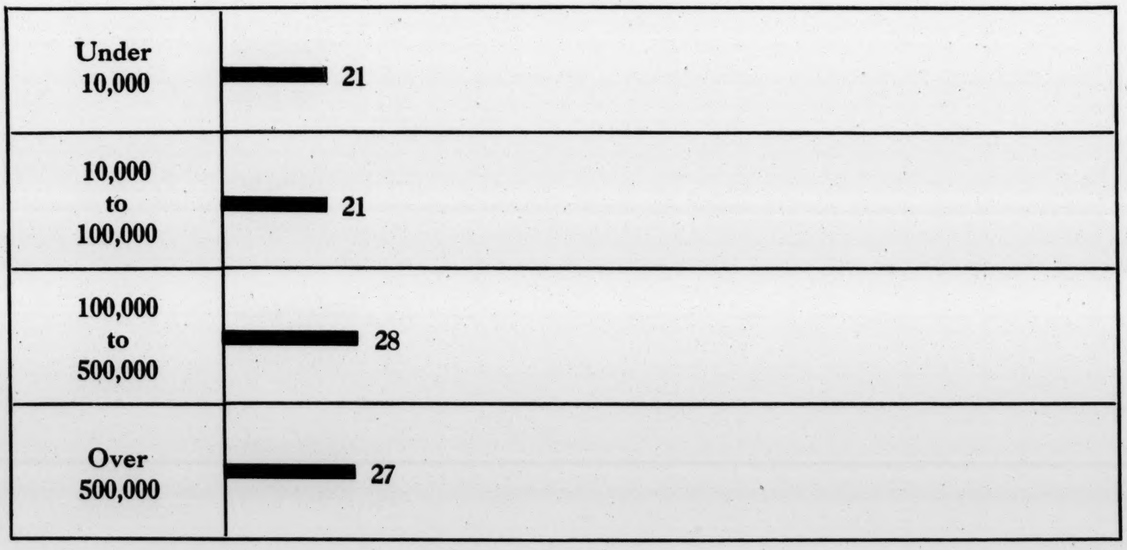
Section of Country



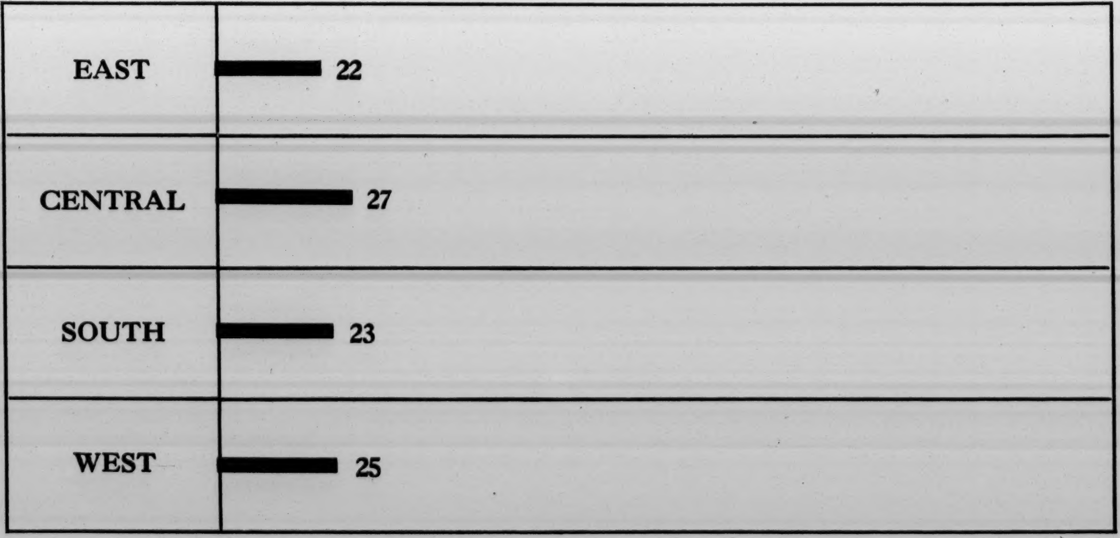
Rating by Groups

October, 1940

Size of Community



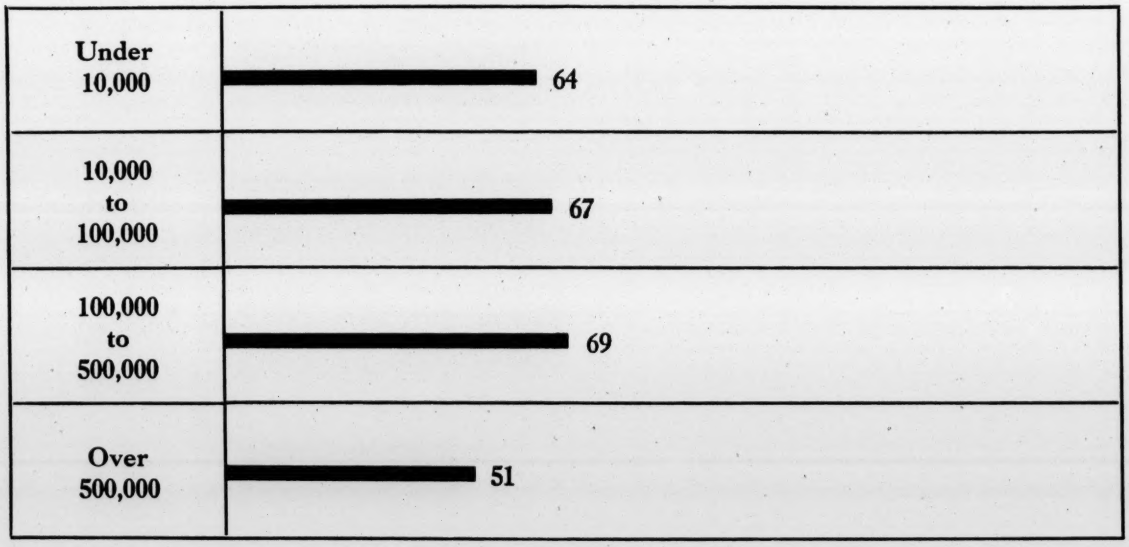
Section of Country



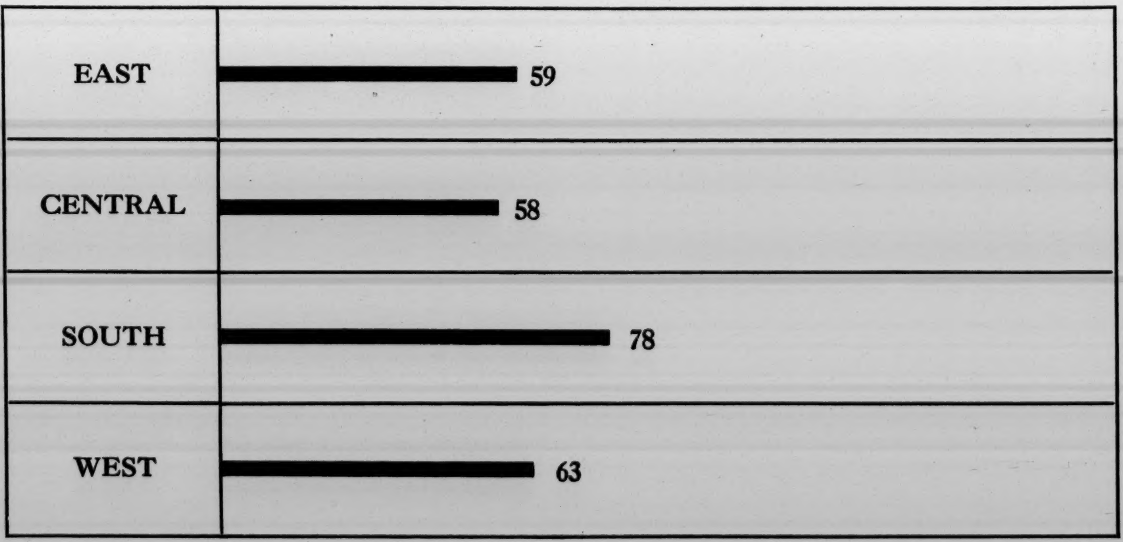
Rating by Groups

October, 1940

Size of Community



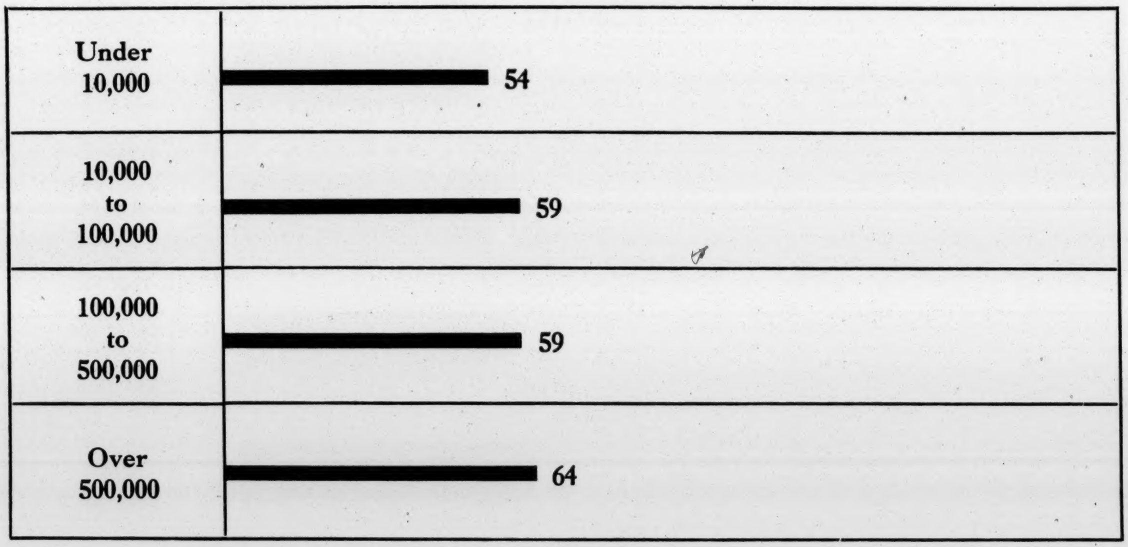
Section of Country



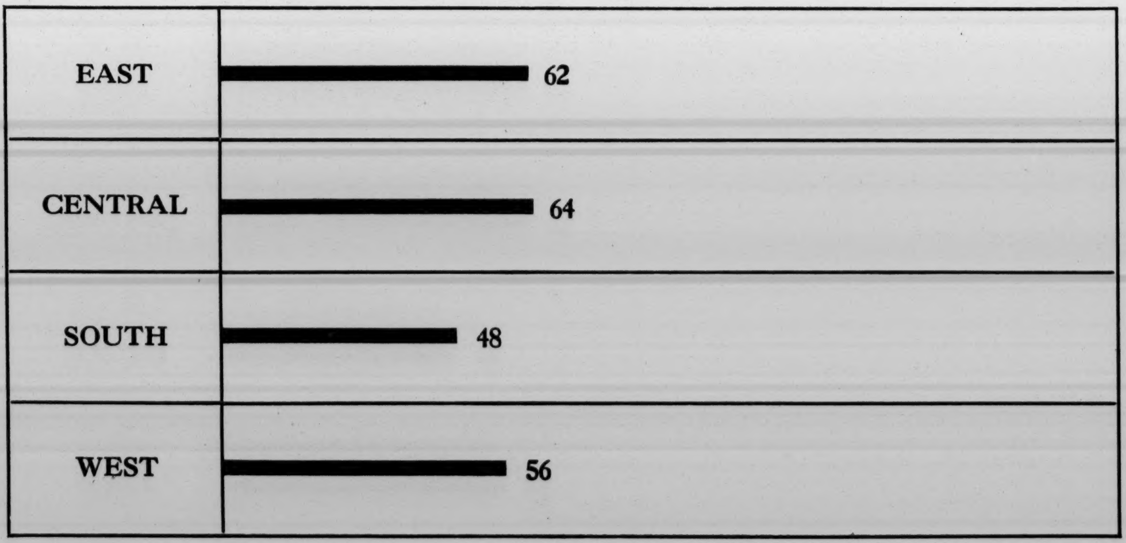
Rating by Groups

October, 1940

Size of Community



Section of Country

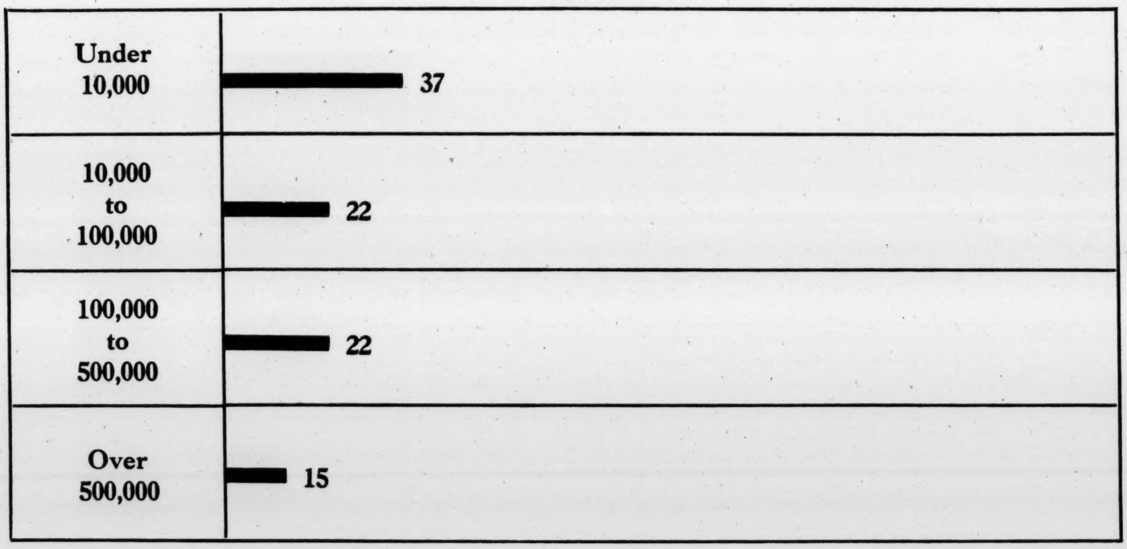


SHIRLEY, Anne

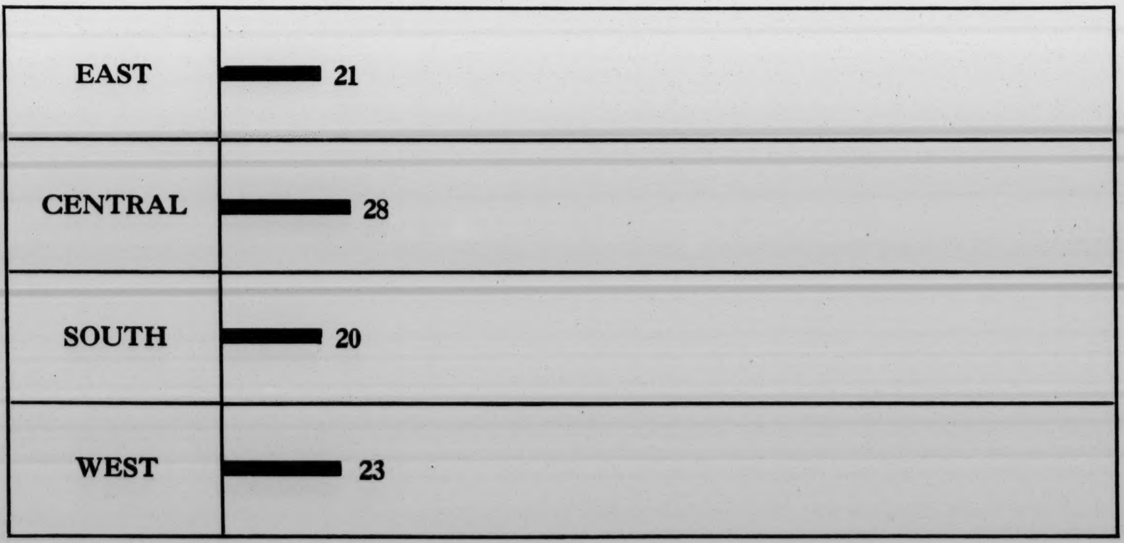
Rating by Groups

October, 1940

Size of Community



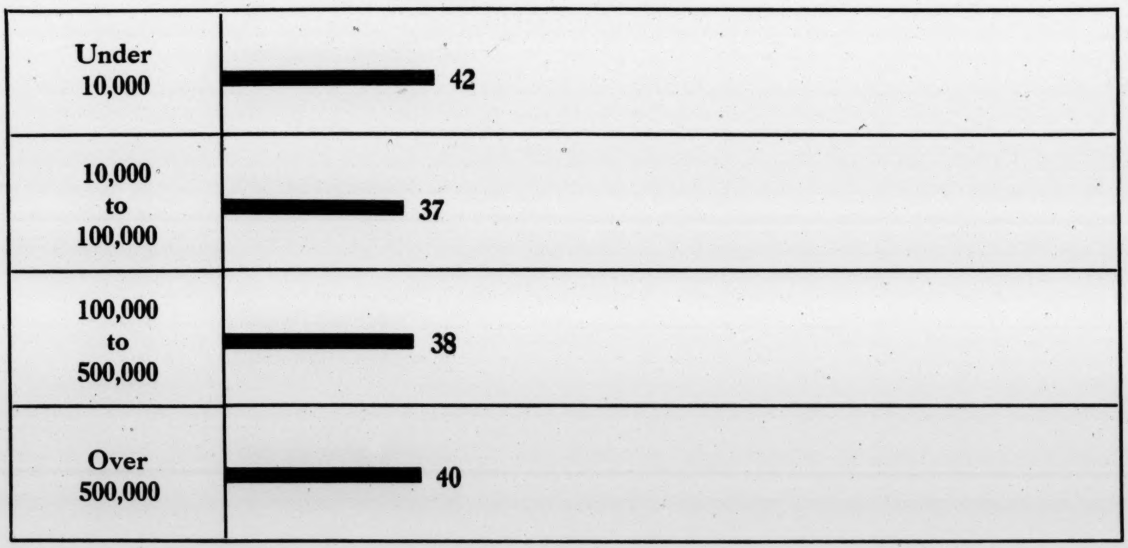
Section of Country



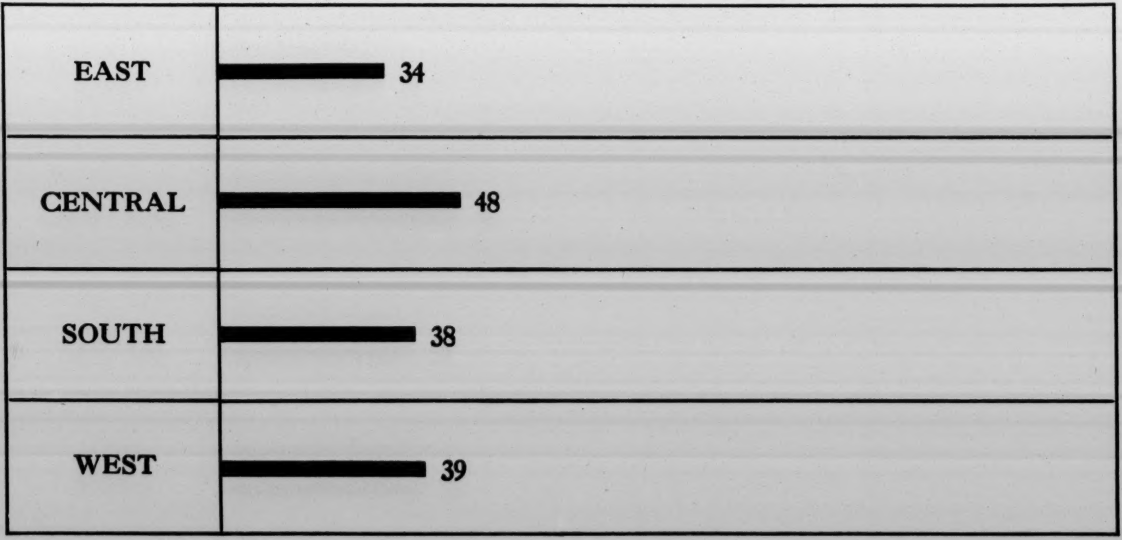
Rating by Groups

October, 1940

Size of Community



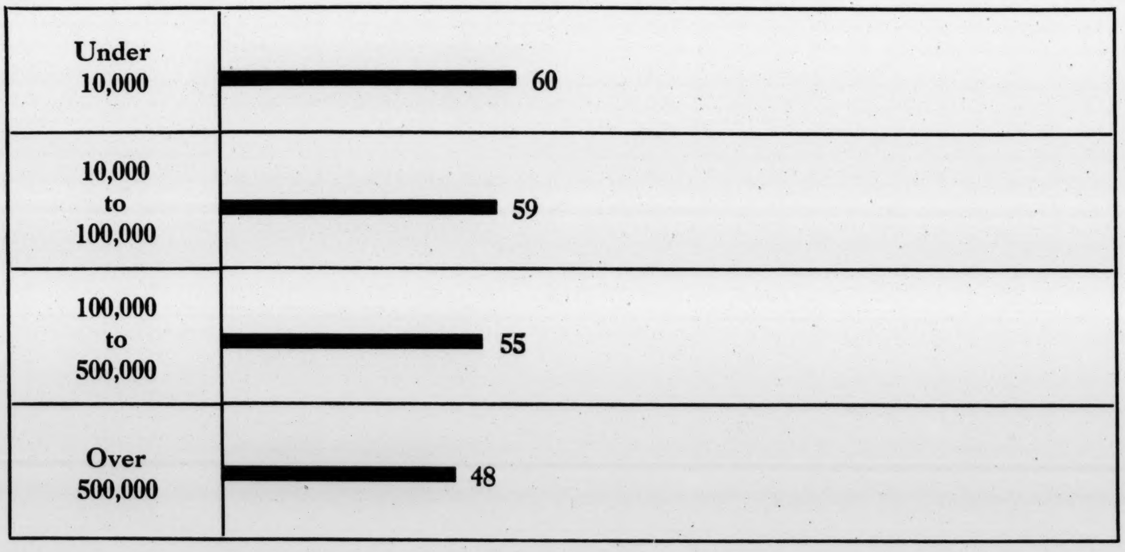
Section of Country



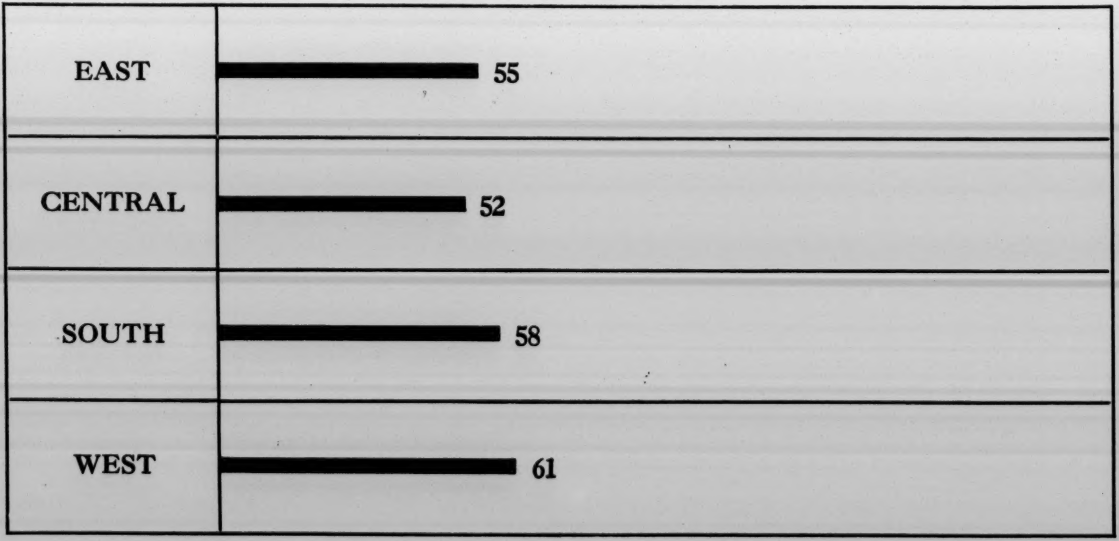
Rating by Groups

October, 1940

Size of Community



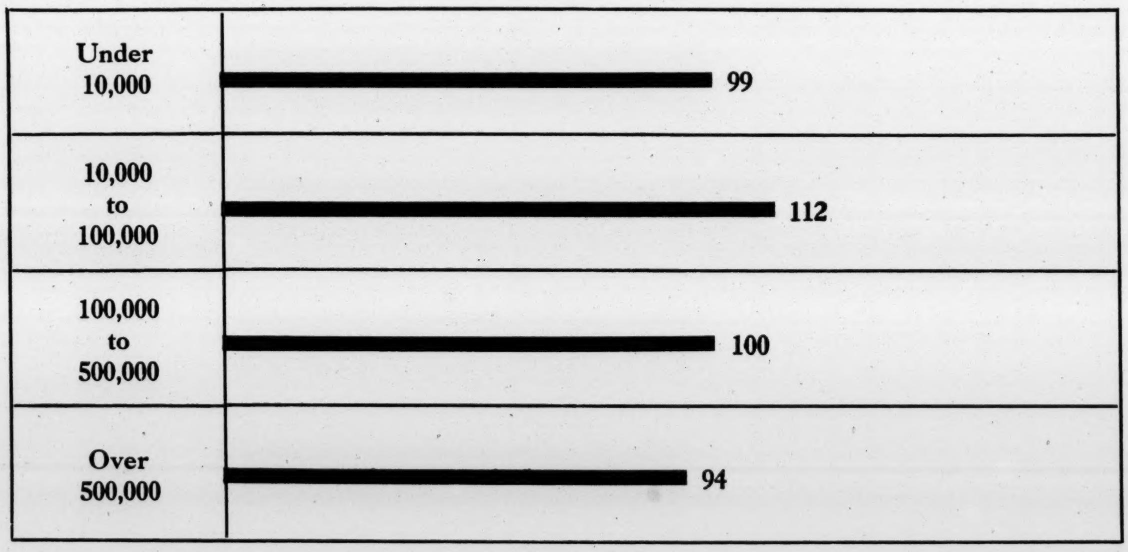
Section of Country



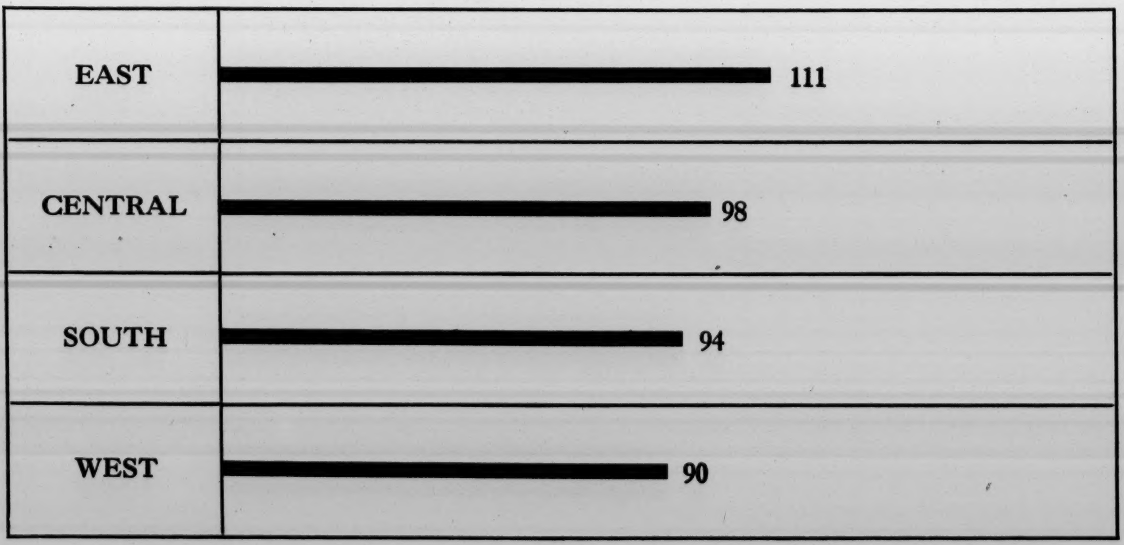
Rating by Groups

October, 1940

Size of Community



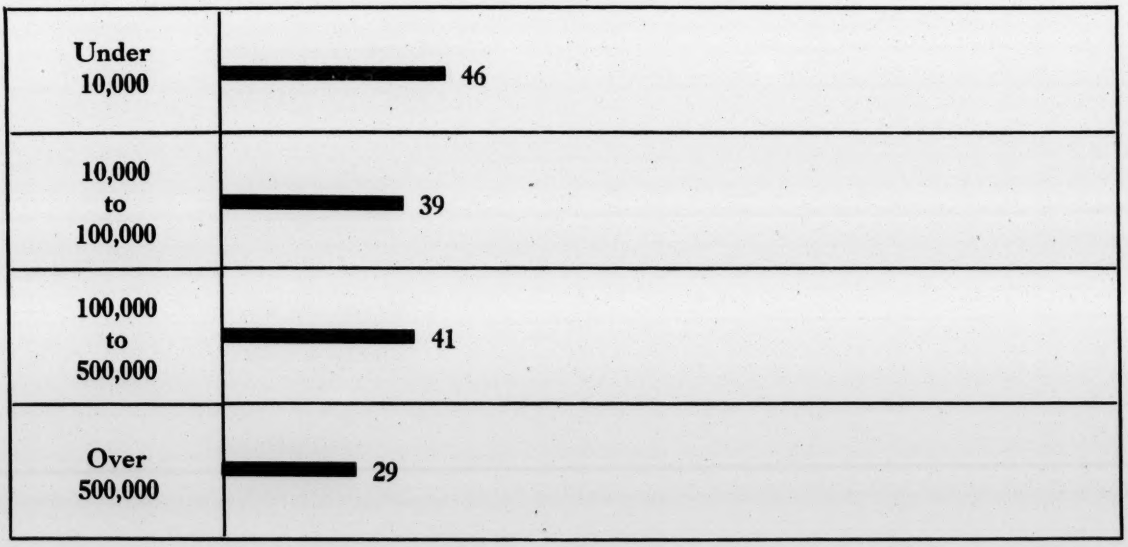
Section of Country



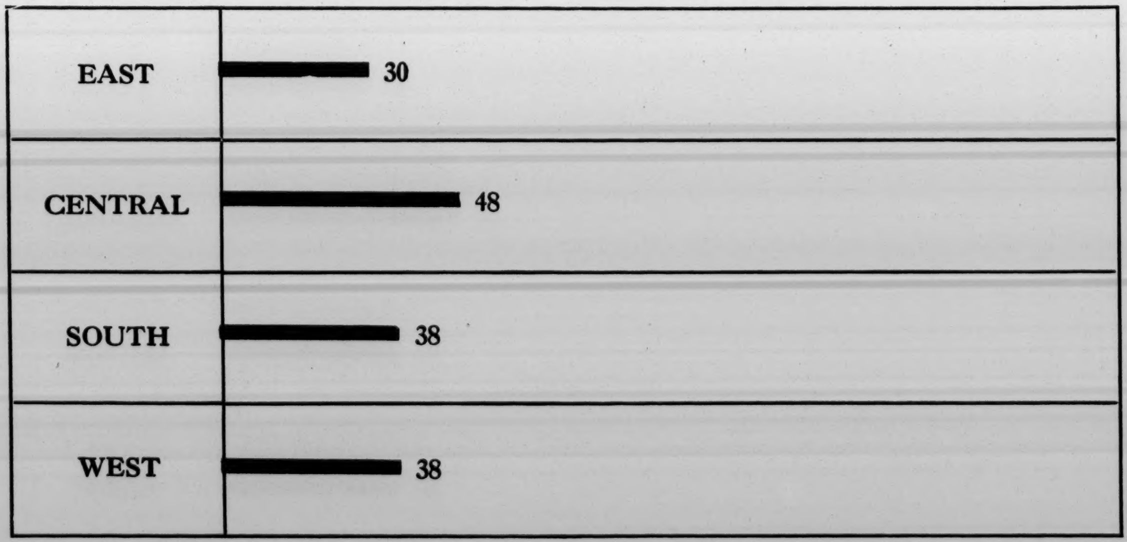
Rating by Groups

October, 1940

Size of Community



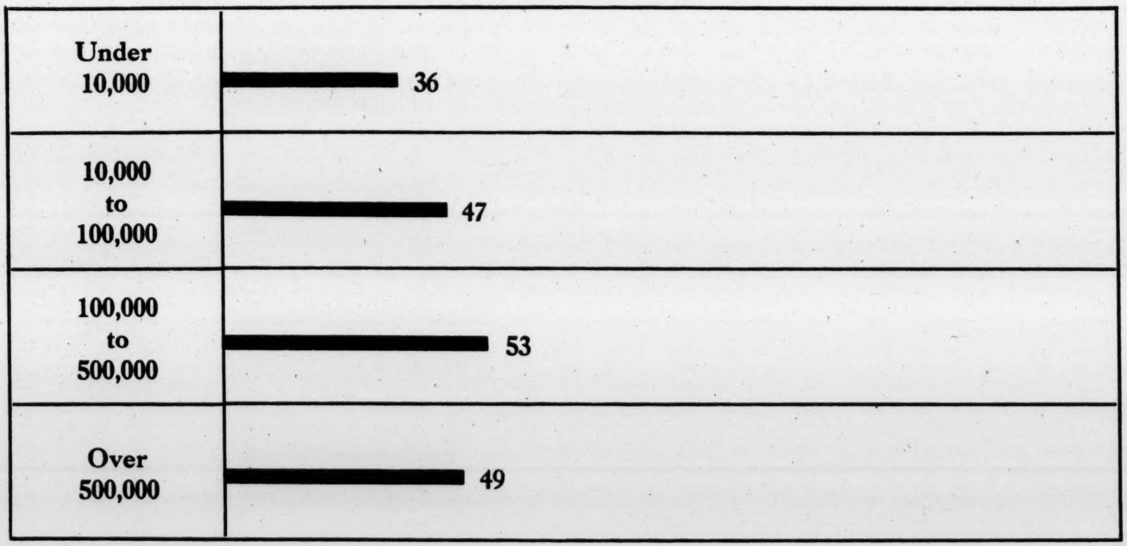
Section of Country



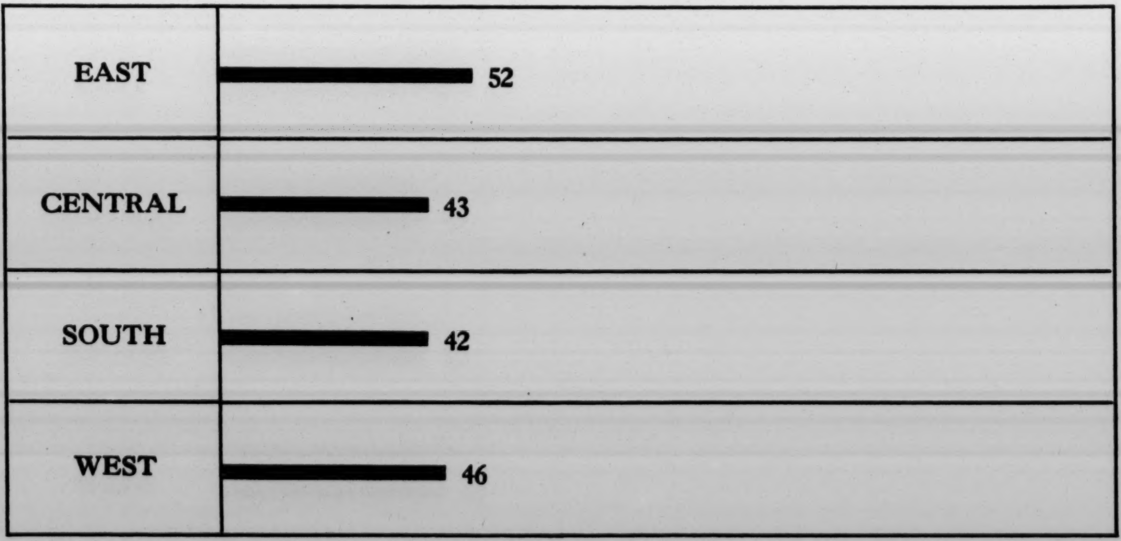
Rating by Groups

October, 1940

Size of Community



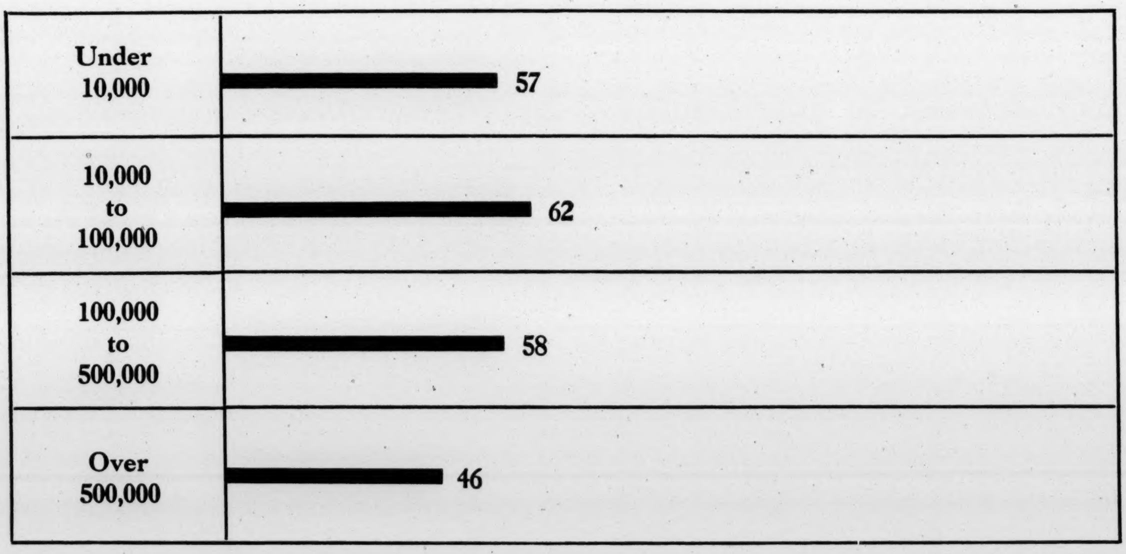
Section of Country



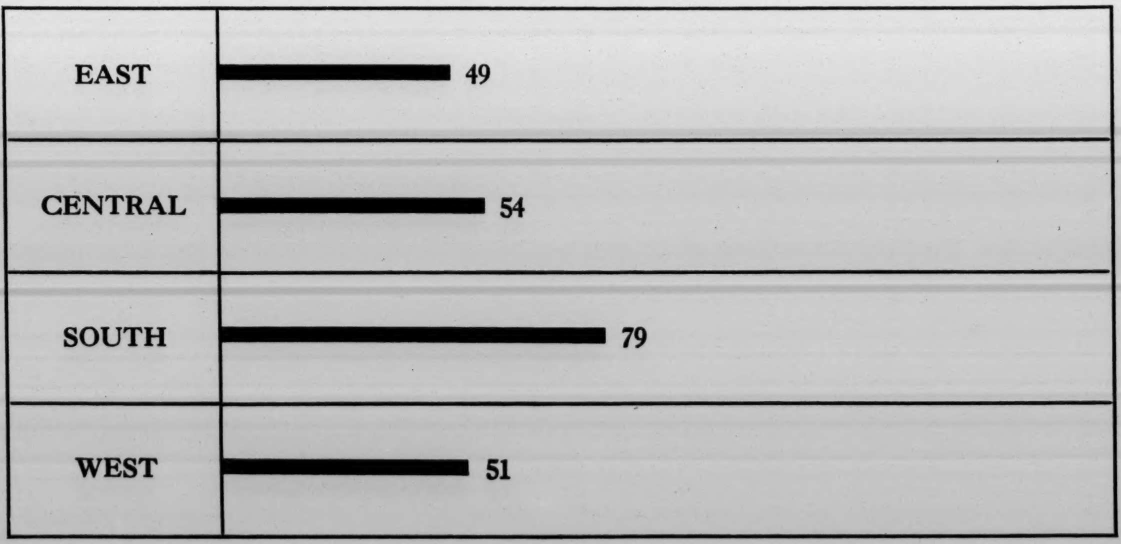
Rating by Groups

October, 1940

Size of Community



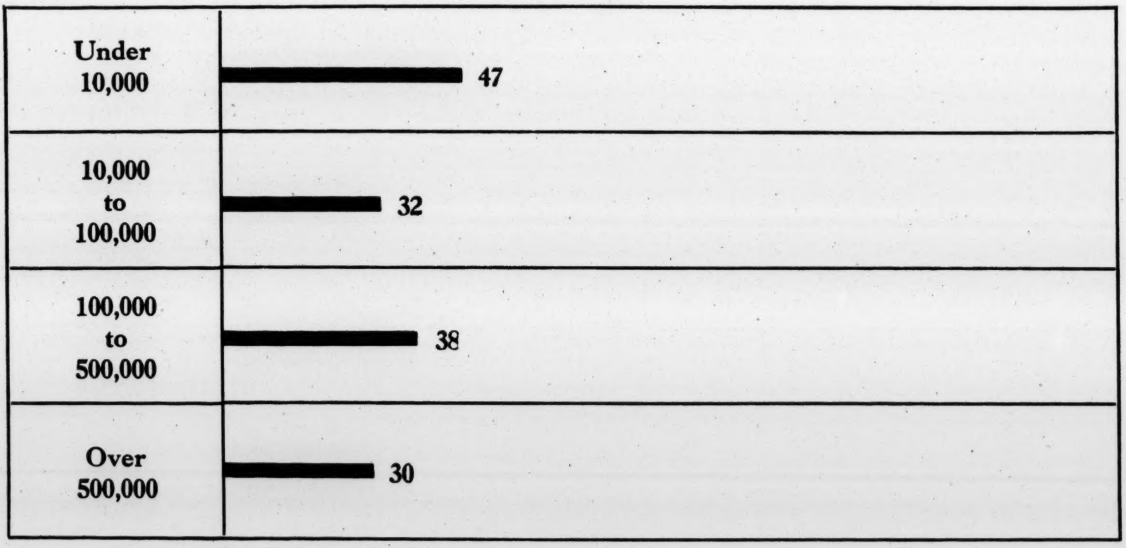
Section of Country



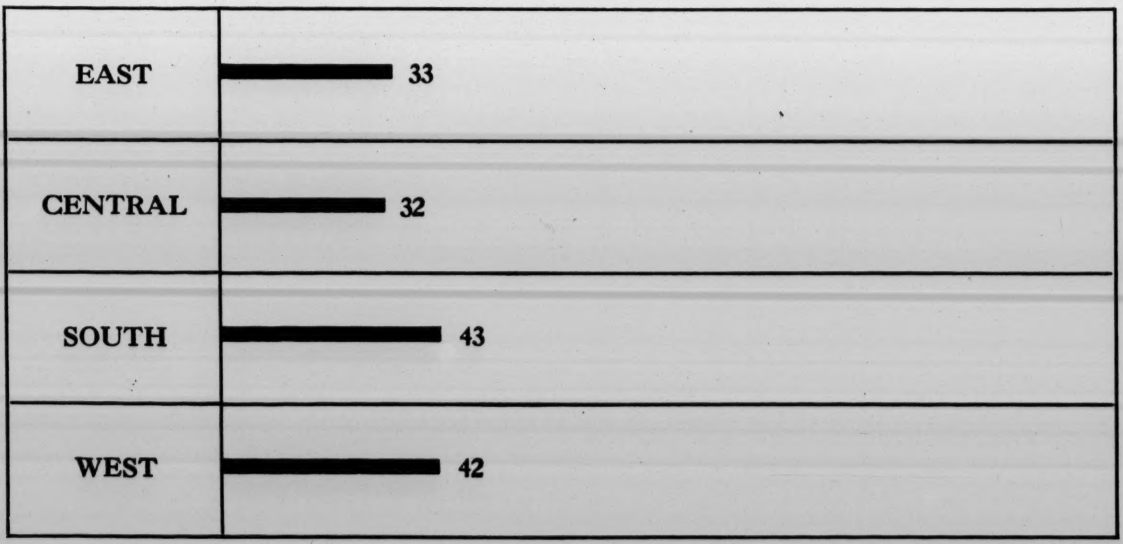
Rating by Groups

October, 1940

Size of Community



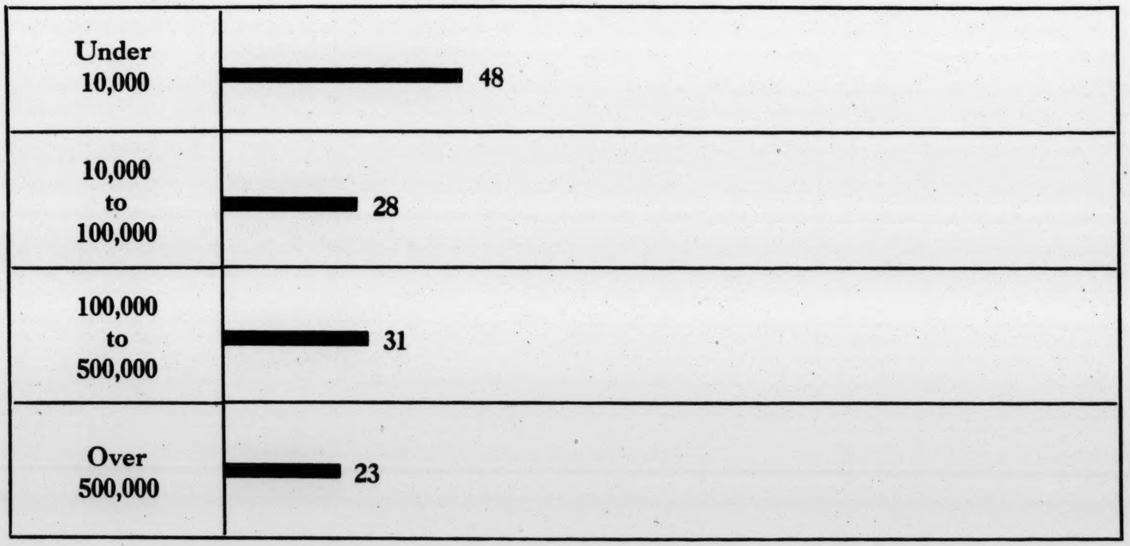
Section of Country



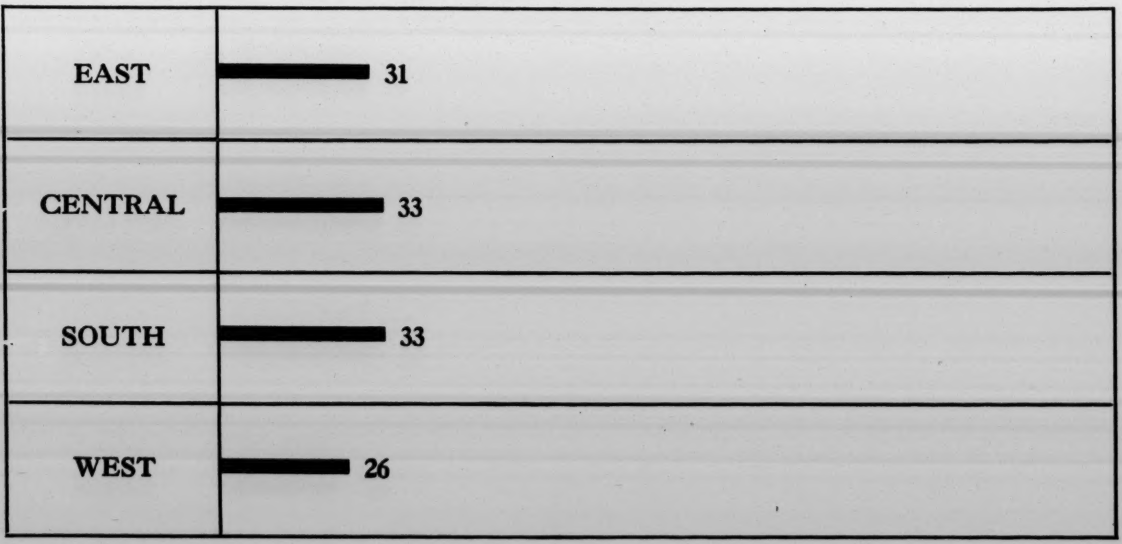
Rating by Groups

October, 1940

Size of Community



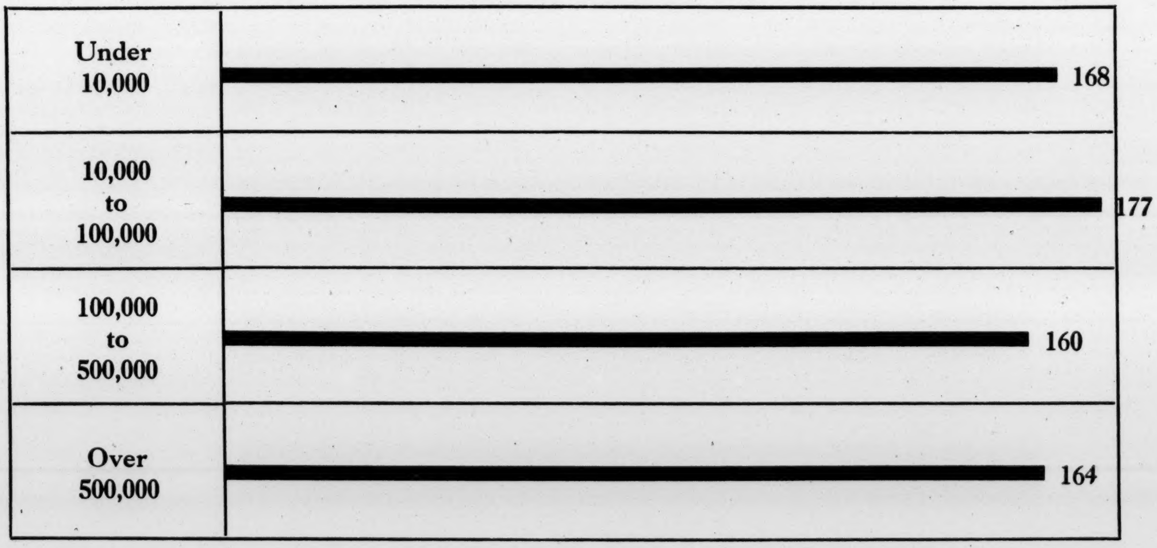
Section of Country



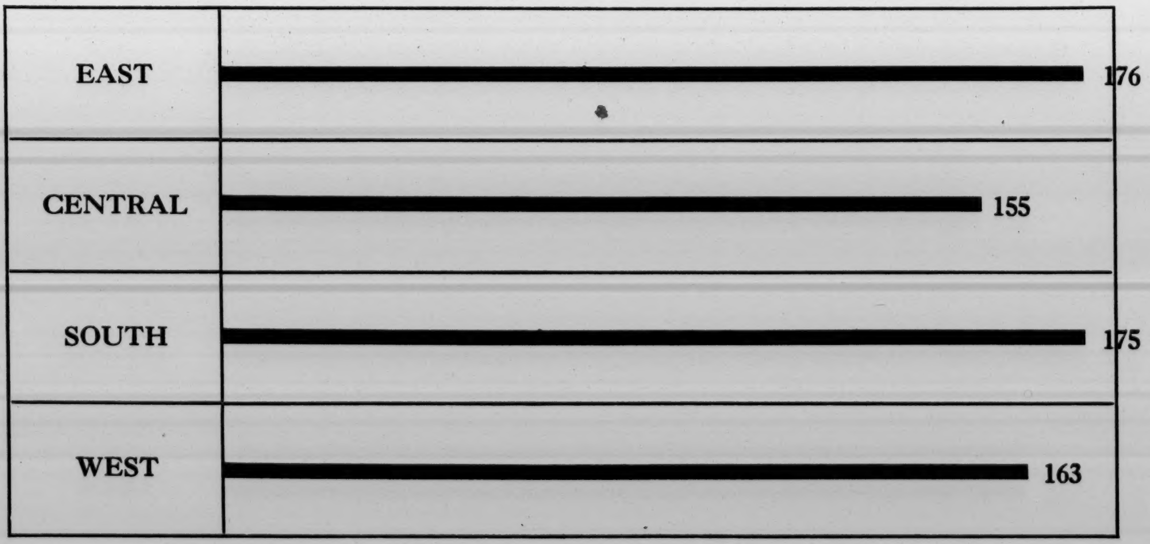
Rating by Groups

October, 1940

Size of Community



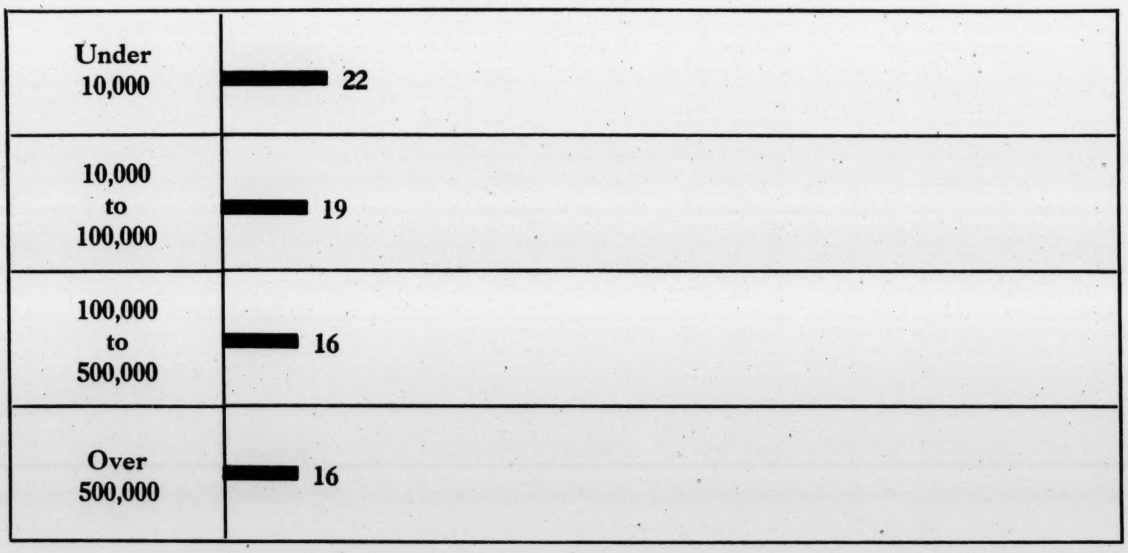
Section of Country



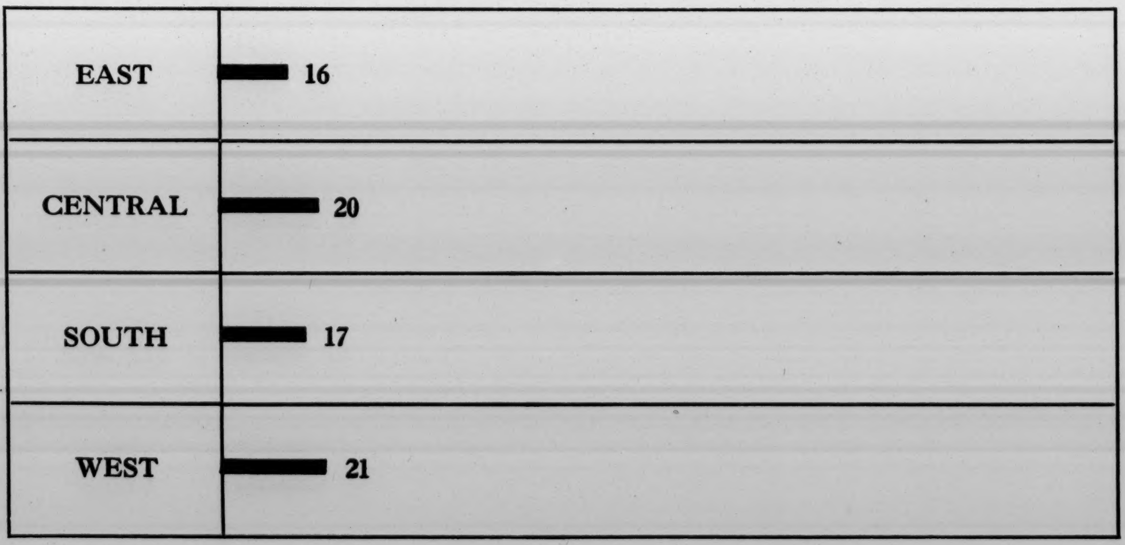
Rating by Groups

October, 1940

Size of Community



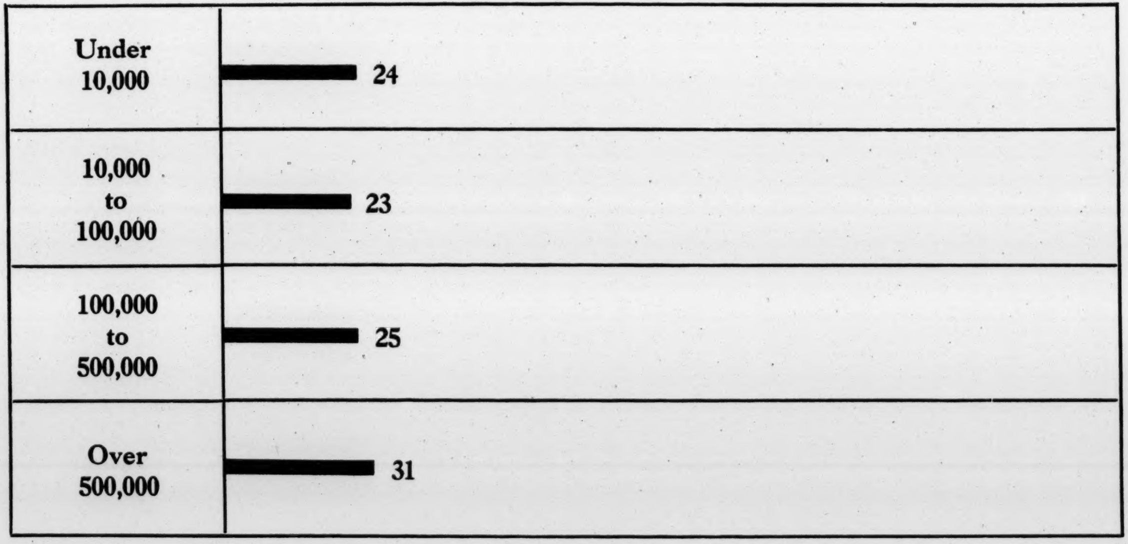
Section of Country



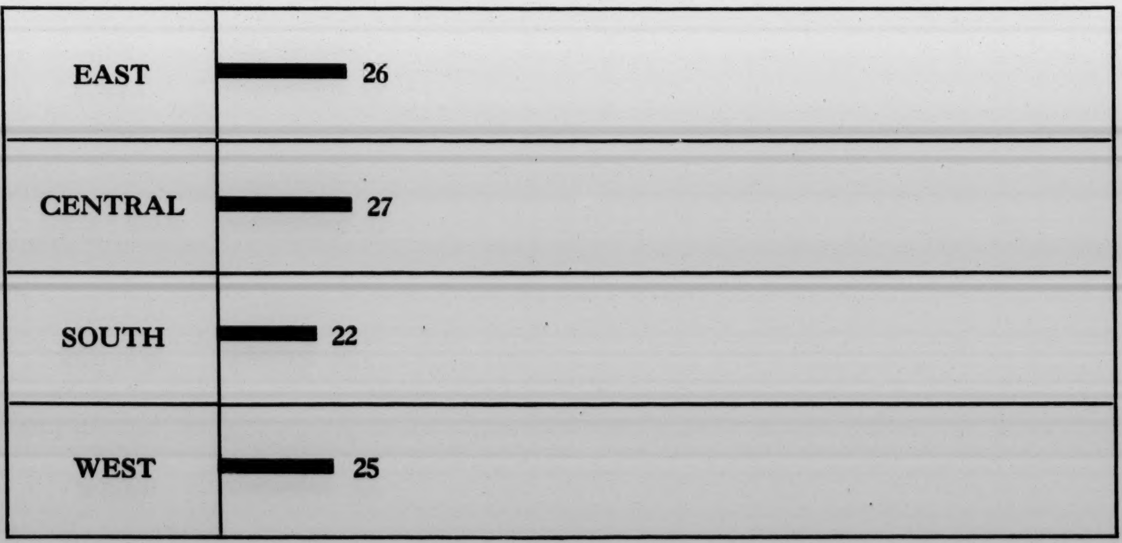
Rating by Groups

October, 1940

Size of Community



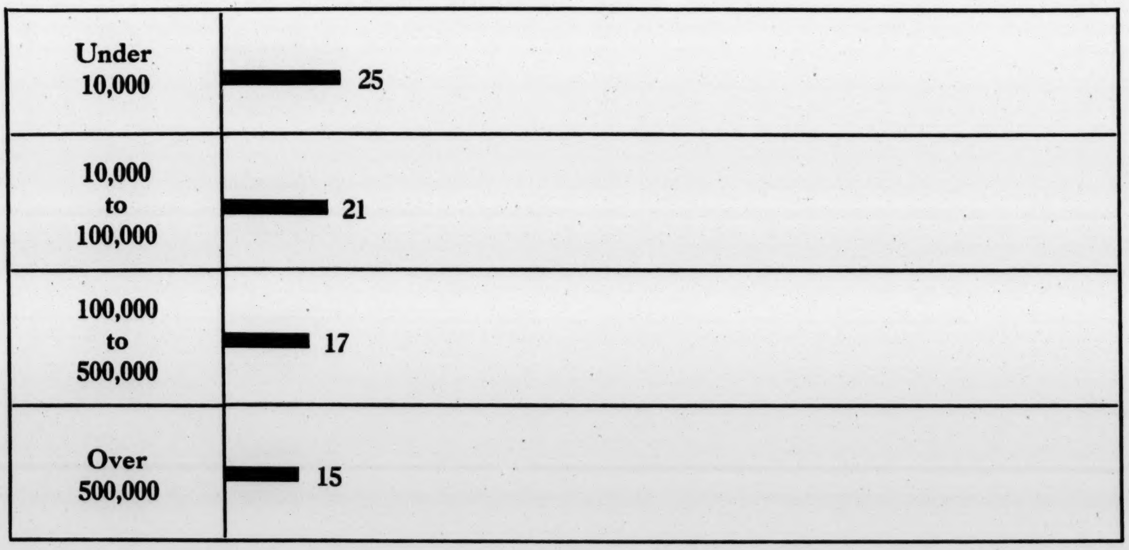
Section of Country



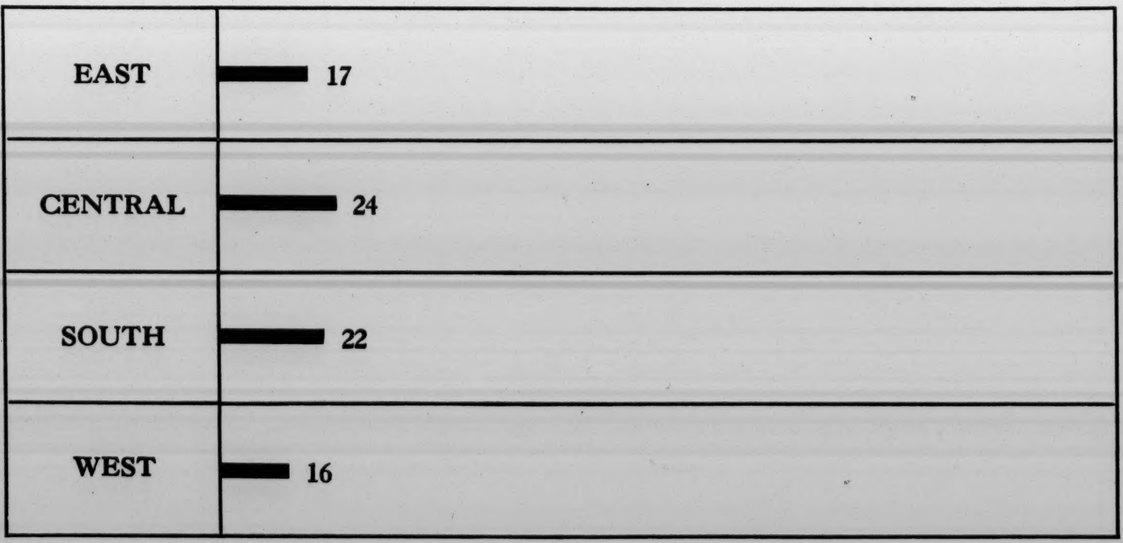
Rating by Groups

October, 1940

Size of Community



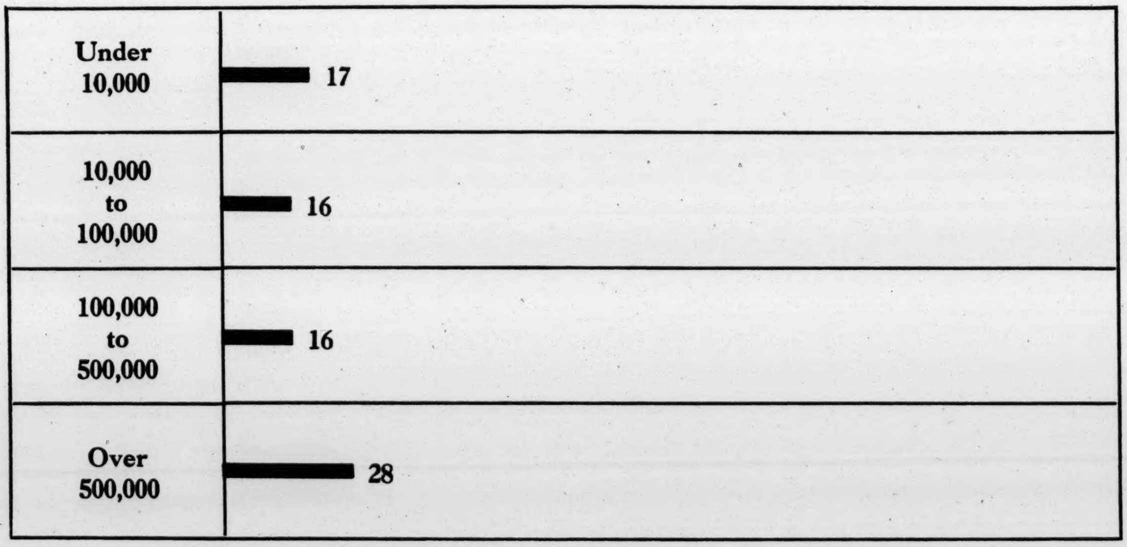
Section of Country



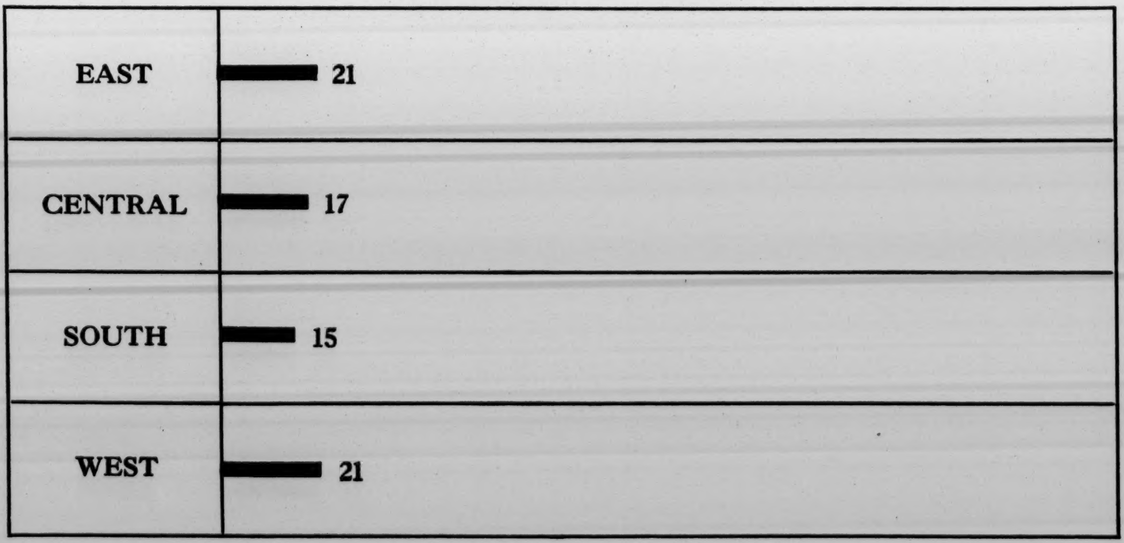
Rating by Groups

October, 1940

Size of Community



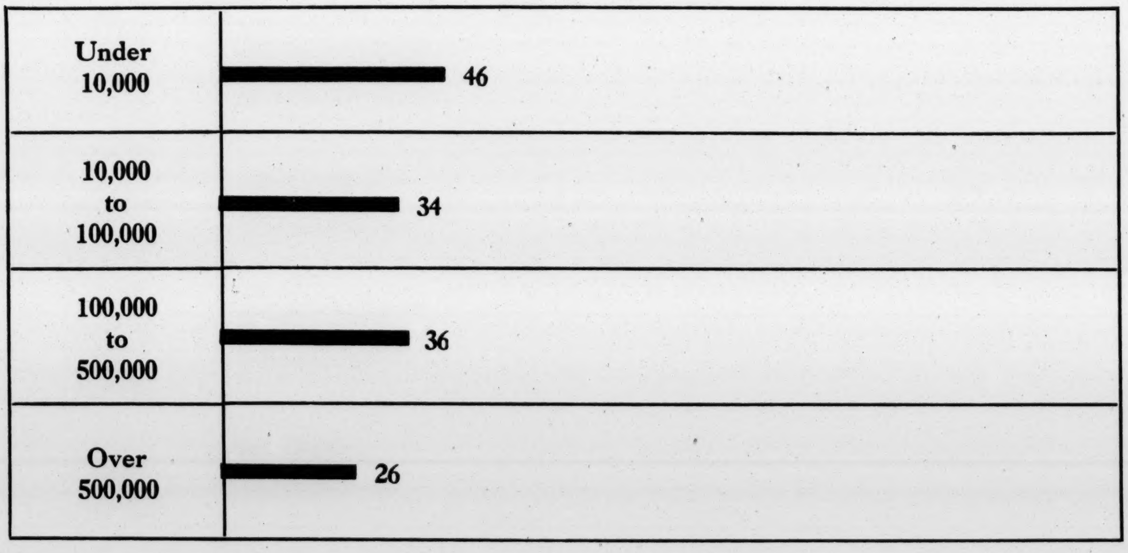
Section of Country



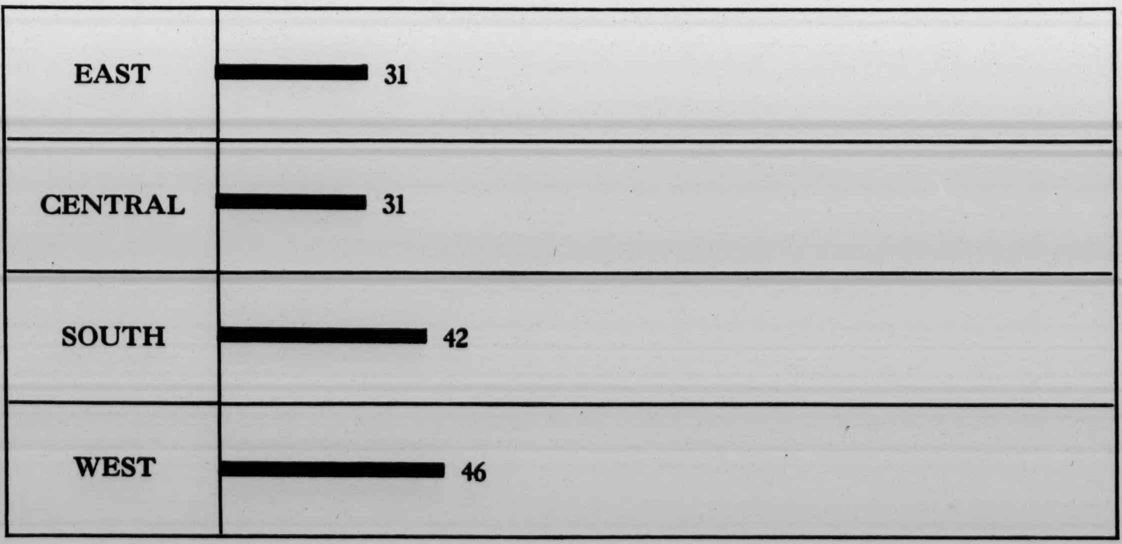
Rating by Groups

October, 1940

Size of Community



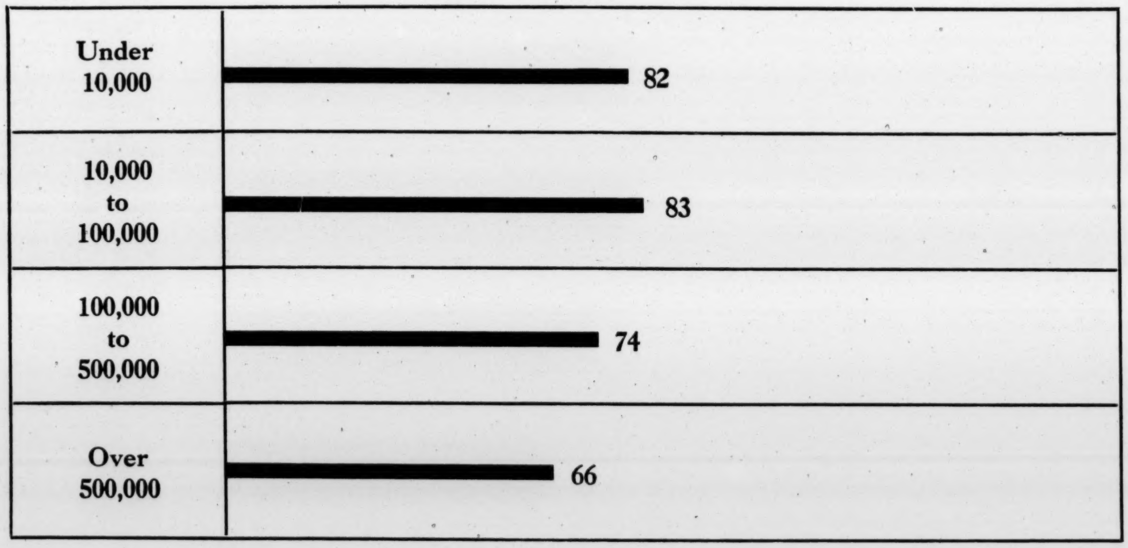
Section of Country



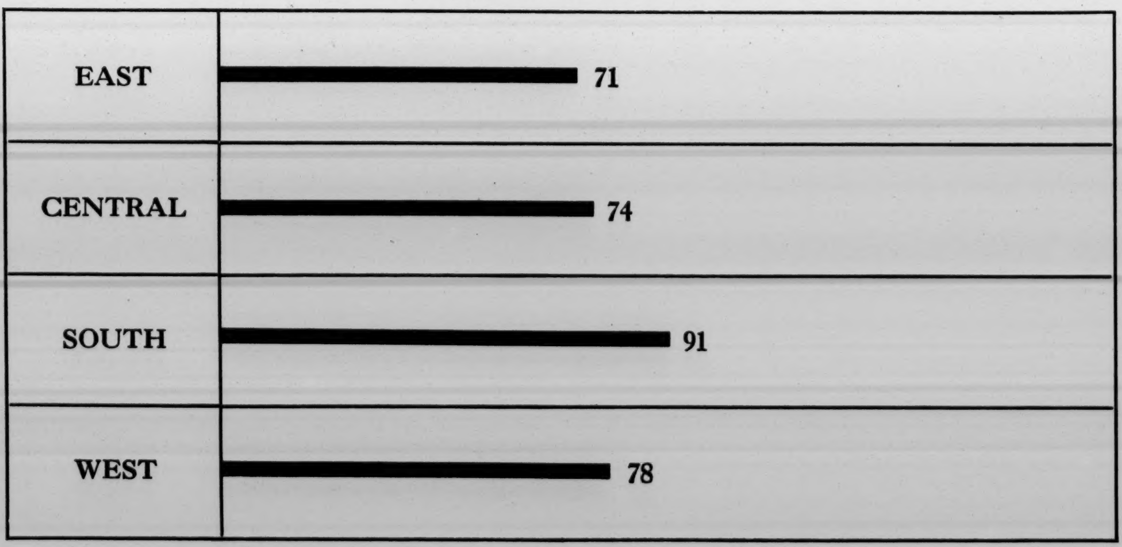
Rating by Groups

October, 1940

Size of Community



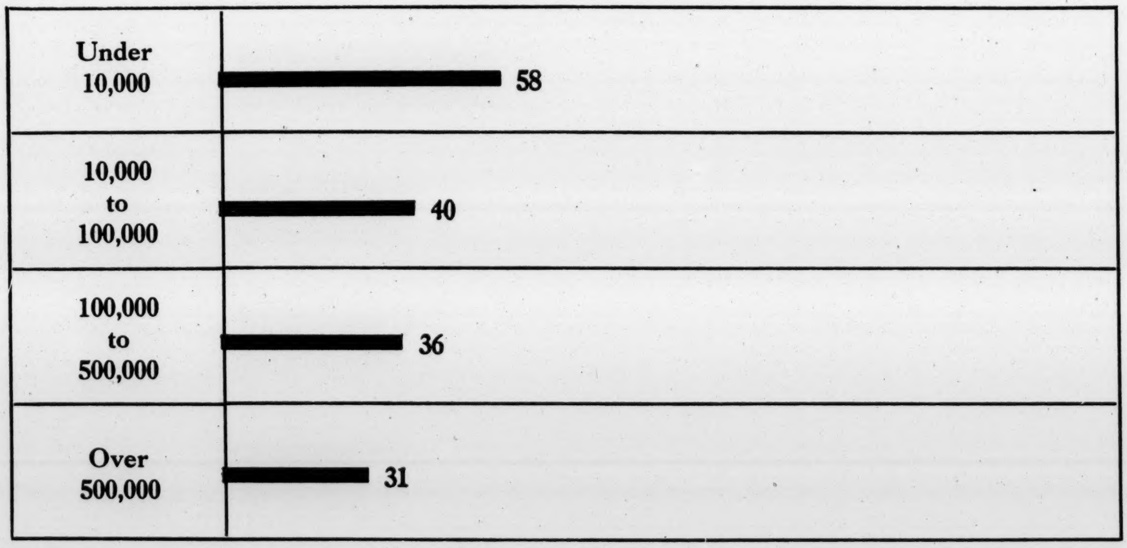
Section of Country



Rating by Groups

October, 1940

Size of Community



Section of Country